



FINANCIAL AVENUE®

THE ROAD TO SMARTER MONEY MANAGEMENT

SUGGESTIONS FOR PROMOTING FINANCIAL AVENUE ON YOUR CAMPUS

Promote Financial Avenue to specific groups with our turn-key communications toolkit. Here are some ideas to get you started.

Social Media/Online Presence:

- Place a link on your school's website
- Place a link on your school's Facebook page with your unique access code
- Ongoing Facebook posts (sample posts are provided)

Print or Online Presence:

- Use the marketing Program Flyer to provide students with an overview of Financial Avenue. The flyer contains an area on the back for you to insert your school name and access code.
- Use the enclosed article templates to insert in email communications or newsletters that you send to your students. Each article highlights the benefits of each course and encourages participation in that course.

Other Ideas to Increase Participation:

- Conduct a scavenger hunt in the Financial Avenue program as a required assignment.
- Include a link and access code information in a presentation during New Student Orientation/Parent Sessions.
- Promote and advertise during April, financial literacy month.
- Promote free giveaways for students who complete the program and/or do well in the program (if permitted by your campus).
- Host a campus wide sign-up party in a central location (food is highly suggested).

Sample Email or Newsletter Insert

Use this short insert to announce Financial Avenue to your students via your all student email listing, newspaper, announcements board, and other mass informational sources.

A life of financial success begins with a strong education. Financial Avenue, an innovative online financial education program, is now available to you. Financial Avenue provides online courses and mini-modules to help you gain important knowledge about the basics of personal money management. From budgeting to identity theft, Financial Avenue offers a variety of courses, tools and resources that can help you now and in the future. All of the online courses and mini-modules can be completed at your convenience and getting started is easy. Just visit fa.financialavenue.org/fa/login. Once you're there, just click the **Sign up now** link or **Sign Up** tab and provide the following access code (insert unique access code). Once you create your account, all you need is your email and password to return.

Article Copy: Budgeting

Financial Avenue offers online personal budgeting courses.

How do you make the most of every dollar? How do you balance your income with your expenses and still have money to save? These are all important questions when it comes to your personal budget.

Financial Avenue offers courses to help answer all of these questions. The program's online personal budgeting course helps students create a personal budget and set realistic financial goals. From cutting costs, to generating more income, to saving for a rainy day, this course will illustrate how to develop, maximize and maintain a workable budget, all while developing good money habits that will help long into the future.

Financial Avenue provides an array of online courses to help participants gain important knowledge about the basics of personal money management. From budgeting to credit cards, we offer a variety of courses that can have lifelong benefits.

Registration for Financial Avenue online courses can be found at fa.financialavenue.org/fa/login. Enter the (school/organization name here) special access code of (school/organization access code) to set up your account.

Article Copy: Contracts

Financial Avenue teaches knowledge of common contracts.

From cell phone plans to credit card agreements, people are constantly entering into legally binding contracts. Many of them are doing so without reading all the fine print and contract details.

Financial Avenue offers an online course to help participants become more knowledgeable about common contract agreements. The course covers credit card contracts, auto service contracts, lease/rental agreements, promissory notes and cell phone contracts. Through this course, Financial Avenue will clarify the aspects of contracts to help students become more informed consumers as well as help them avoid potentially money-losing situations.

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Article Copy: Credit Cards

Financial Avenue teaches wise use of credit cards.

Credit card debt can be one of the most difficult forms of debt to get out of. Due to high interest rates and fees, not using a credit card wisely can have a major impact on your personal finances as well as your credit history.

Financial Avenue offers an online course to help people choose and use credit cards more wisely. The course covers such topics as choosing a credit card, effectively reading billing statements, and understanding cardholders' rights and responsibilities. Through this course, Financial Avenue will clarify all the pros and cons of credit cards to help people make educated decisions when using their credit card – making them feel more comfortable when using it.

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Article Copy: Credit History

Financial Avenue offers tips to strengthen credit scores.

Good credit can have great benefits when applying for a loan or other forms of credit. On the other hand, bad credit can keep you from getting good rates or possibly hinder you from not getting credit at all. A bad credit history can have a major impact when making major purchases like a home or automobile.

Financial Avenue offers an online course to help people understand their credit history and keep it in good standing. The course covers such topics as why credit history is important, what creditors look for, and how to improve your credit score. With this course, Financial Avenue will help people become more knowledgeable about what hurts and helps their credit and why it's important.

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Article Copy: Identity Theft

Financial Avenue offers tips to thwart identity theft.

If you or someone you know has ever been a victim of identity theft, you understand how costly and inconvenient identity theft is. More than 2,000 people a day become victims of identity theft. As America's fastest growing crime, it costs citizens over \$50 billion a year.

Financial Avenue offers an online course to help people avoid identity theft. Besides teaching how to protect against this crime, the course also covers such topics as the different types of identity theft, who commits identity theft, and who are vulnerable targets. With this course, participants will learn all of the warning signs and what to do if they fall victim to identity theft. The knowledge from this course could save people thousands of dollars and thousands of headaches.

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Article Copy: Paying for College

Financial Avenue educates students and parents on paying for college.

A college education is one of the best investments a person can ever make. College graduates earn far more over their lifetime than those with little or no college education. According to the U.S. Census Bureau, adults with advanced degrees can earn almost twice as much as those with a high school diploma.

Financial Avenue offers an online course to help people find the best route to funding their college education. With this online course, participants will learn about multiple aspects of college funding, including types of financial aid, how to apply for financial aid, and other college funding options. From grants, scholarships, loans and work study programs, this program walks through each option for funding education.

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Sample Social Media Posts

- Only 24% of college students feel well prepared to deal with the financial challenges of post-graduation. Check out Financial Avenue today to be a part of that 24%. fa.financialavenue.org/fa/login
- The average 21-year-old in the U.S. will spend more than 2.2 million in their lifetime. Make sure you spend wisely, check out Financial Avenue today! fa.financialavenue.org/fa/login
- The number of 18 to 24-year-olds declaring bankruptcy has increased 96% in 10 years. Don't let this happen to you - learn about financial education today. fa.financialavenue.org/fa/login
- Got money issues on the mind? Go to fa.financialavenue.org/fa/login and learn how to manage your personal finances.
- Wish you knew more about personal money management? Go to fa.financialavenue.org/fa/login and learn more!
- Empower yourself and your wallet by learning about financial education at fa.financialavenue.org/fa/login!
- Personal budget got you down? Learn how to manage yours with Financial Avenue. fa.financialavenue.org/fa/login
- You just signed WHAT?! Contracts can be confusing, and the fine print is not always so fine. Learn how to responsibly enter into contracts using Financial Avenue. fa.financialavenue.org/fa/login
- Do you know what your credit score is? Learn about credit history and how your score could affect your future. fa.financialavenue.org/fa/login
- Don't let your identity slip away. Learn ways to prevent identity theft. fa.financialavenue.org/fa/login
- It can take up to 5,840 hours (the equivalent of working a full-time job for two years) to correct the damage from ID theft, depending on the severity of the case - don't let getting your identity back become your full-time job. Learn more about identity theft today. fa.financialavenue.org/fa/login
- Grants, and scholarships, and loans - oh my! Learn how to reduce the fear of paying for college. fa.financialavenue.org/fa/login