



National Teach Children to Save Day

This sample letter may be retyped on your bank's letterhead with the necessary information filled in. Feel free to customize the letter to meet your individual needs.

DATE

NAME

BANK NAME

BANK ADDRESS

CITY, ST XXXXX

Dear **CONTACT NAME**:

Students today face tough financial decisions about college loans, credit cards and other challenges, so it's more important than ever for young people to learn personal finance skills that will benefit them throughout life.

Together, educators and bankers can help students build good financial habits from an early age.

That's why **BANK** is participating in the annual National Teach Children to Save Day campaign on April 28.

We've made learning about money fun with Reading Raises Interest, a program designed to teach kids about personal finance through reading.

BANK volunteers are available to read an age-appropriate book — or conduct a presentation — about saving that includes relevant discussion questions, activities, and time to answer students' questions. This can be done in person, live via video chat, or pre-recorded! I've enclosed a copy of our planned activities and a list of recommended financial education books for your information.

These presentations are typically 30 to 45 minutes long and can be tailored to meet your curriculum requirements. Our volunteers are available **DATES, TIMES**.

National Teach Children to Save Day is an initiative sponsored by the Wisconsin Bankers Foundation and the American Bankers Association Education Foundation. Last year, Wisconsin bankers reached nearly 6,000 community members during Teach Children to Save Day presentations. Together, these bankers came up with creative ways to advocate for the importance of financial literacy.

To schedule a presentation, you may reach me at **PHONE NUMBER** or email **EMAIL@ADDRESS.COM**.

I look forward to working with you.

Sincerely,

NAME

TITLE