



**2025 Reading Raises Interest Kit
Sample Email to Educator**

This template is intended to be customized by the banker volunteer.

Subject: Financial literacy classroom presentation

Dear [Name of Educator],

My name is [Name], and I am a [job title] at [Bank Name]. I am reaching out because National Teach Children to Save Day is coming up on April 24, 2025, and my colleagues, [Names], and I would like to offer to present a lesson in your classroom.

Our presentation is part of the Wisconsin Bankers Foundation's Reading Raises Interest program and centers around the book "Rock, Brock, and the Savings Shock" by Sheila Bair. The lesson lasts approximately 30–45 minutes (lesson plan attached) and takes a fun, age-appropriate approach to personal finance.

Last year, banker volunteers around the state made hundreds of Reading Raises Interest presentations, reaching thousands of elementary school students. If you are interested in taking advantage this year, please respond to this email or call me at [phone number] to schedule a presentation at a time that is convenient for you. I/we are available on [list dates].

The Reading Raises Interest program aims to introduce kids to the concept of saving money at a young age to set them on the path to future financial well-being. Thank you for considering this opportunity to partner!

Sincerely,

[Name]