



Use our pre-created email templates to notify school leaders, educators, community members, and parents about Finance in 40! Just copy the text below, customize it, and hit “send!”

1) INVITE SCHOOL LEADERS AND EDUCATORS:

Subject Line: Introduce students to finance (in just 40 minutes)

Dear [Recipient's Name],

April is Financial Literacy Month! While most of us didn’t learn financial literacy in school, that’s starting to change! There are currently 26 states that require students to take a semester course in personal finance for high school graduation.

Here’s a wonderful opportunity for your community to explore the world of money:

***Finance in 40* is an initiative designed to help students explore financial literacy skills in just 40 minutes during Financial Literacy Month. You can engage students with one or more interactive finance games that make money lessons fun!**

Choose an activity at Financein40.org.

Join the movement to expand access to financial education in schools, and inspire financially savvy future generations!



2) INVITE MEDIA/PRESS TO YOUR CLASSROOM:

Subject Line: Local School Celebrates Financial Literacy Month!

Dear [Recipient's Name],

April is Financial Literacy Month! While most of us didn't learn financial literacy in school, that's starting to change! There are currently 26 states that require students to take a semester course in personal finance for high school graduation.

I'm writing to invite you to [Finance in 40](#) at [SCHOOL NAME] on [DAY OF THE WEEK], [DATE] at [TIME] to witness students playing interactive finance games that teach them real-world money lessons.

Contact: [YOUR NAME], [TITLE], cell: (XXX) XXX-XXXX When: [DATE and TIME of your event] Where: [ADDRESS and DIRECTIONS]

I look forward to being in touch.



3) INVITE LOCAL POLITICIAN TO YOUR SCHOOL:

Subject Line: Join us as we teach financial literacy

Dear [Mayor/Governor/Treasurer/Representative/Senator LAST NAME]:

April is Financial Literacy Month! While most of us didn't learn financial literacy in school, that's starting to change! There are currently 26 states that require students to take a semester course in personal finance for high school graduation.

We know that financial education matters to you and that's why we're inviting you to join our [Finance in 40](#) event.

Date: [EVENT DATE]

Time: [START TIME]

Duration: 40 minutes

Location: [SCHOOL NAME]

Students will be playing finance games that teach real-world money lessons, and we think it would be even more impactful if they hear from you!

By equipping them with financial literacy, we're shaping a brighter financial future for generations to come.

Will you join us in positioning our students as leaders in the world of money, and not just as consumers?

I look forward to welcoming you.