

FINANCIAL LITERACY IS FOR ALL!

FINANCIAL LITERACY FOR ALL

2025 FL4A MEMBER
ENGAGEMENT TOOLKIT



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April is Financial Literacy Month – a time to raise awareness about the importance of financial literacy and a financial education that meets every American wherever they are on their financial journey. **Financial literacy is nothing less than the Civil Rights issue of this generation.** We are grateful for the commitment of each of you – our members – to our mission of making financial literacy a fundamental part of our nation, so that everyone can participate fully in the economy, society, and in turn the American Dream.

Financial Literacy Month is the perfect time to fire up the engines on a campaign to amplify our mission and inspire and empower people to take control of their financial lives. We're looking to spread the word that financial literacy is an essential component of personal and national wellbeing. Financial literacy enables people to make informed decisions about their money; develop a financial plan; navigate and weather financial challenges; and create a more secure future for themselves and their families. And a financially literate America will be a stronger, fairer, more inclusive America where we disrupt poverty; close the wealth gap; protect people from financial predators; and ensure equal access to the financial system and financial opportunity.

The power of FL4A comes from our members' individual and collaborative efforts in support of financial literacy, education, empowerment, and wellbeing; and from our members' collaboration and collective voice saying loud and clear: ***the FL4A mission matters.***

Given our members' breadth and diversity of focus and influence, we should be able to reach every set of eyes in the nation. Here are some ways that we can all engage throughout Financial Literacy Month – and beyond, ***because every month is Financial Literacy Month for FL4A.*** If each member takes at least **ONE** of these actions (but feel free to do **MORE!**), this Financial Literacy Month will be a tremendous launchpad for FL4A as we pursue our mission.

With gratitude,

Financial Literacy for All Team



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Like/follow/share FL4A social media pages.

- Like/follow/share FL4A pages on all social media platforms.
- Invite all in your networks to follow FL4A.
- Follow and use the applicable platform's **FL4A hashtag** in your posts to help build out our footprint and presence.



X

[@FL4_ALL](#)



LinkedIn

[@Financial Literacy for All](#)



Instagram

[@fl4_all](#)



Facebook

[@FinancialLiteracy4All](#)



YouTube

[TO COME]



TikTok

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1. FL4A social media graphic.

- **Download and share the FL4A social media graphic, along with an accompanying message about your organization's commitment to the FL4A mission.** This month we're featuring **#FinancialLiteracyMonth**, but we will change the message and graphic from time to time and distribute each new version to members. We've set forth a sample message below as a helpful suggestion, but feel free to change it to suit your perspective, objectives, or priorities.



SAMPLE CAPTION: As a member of @[FL4A], @[COMPANY] is committed to the #[FL4A] mission of making #FinancialLiteracy a fundamental part of our nation – empowering all with the education & resources that help pave the way to financial wellbeing. **#FinancialLiteracyMonth #PersonalFinance**



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2. Like/comment/share FL4A social media posts.

- During Financial Literacy Month, we will publish a “**Financial Tip of the Day**” and will regularly post a **wide range of additional FL4A content** (including events, press releases, interviews, video clips, posts, panels, quotes, articles, etc.) across social media platforms (primarily X, Instagram, and LinkedIn for now). We will provide commentary in post captions, often directing people to our website, which includes our growing **Resource Library**. This engagement will continue beyond Financial Literacy Month and help us reach different audiences throughout the country with relevant, evolving messages and information. **Please consider liking, commenting on, and/or sharing the daily tip and other FL4A posts.**



- We also have and continue to work on appropriate content for **other media platforms through which we can reach targeted audiences and millions of people at scale**. Stay tuned for more and let us know if you are open to collaborating on this front!





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3. Member CEO/Company quote.

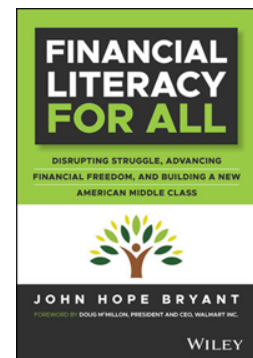
- Please issue or provide us with a **quote from your CEO, another senior representative, or the company itself**, answering one of the following questions. FL4A will post these answers on social media platforms on a rolling basis against an FL4A backdrop. We will not publish anything or use a member's logo without the member's sign-off, other than recycling previously posted material or material that exists in the public realm. Here are the questions, along with a few post examples:

- *We joined FL4A and support its mission because [fill in the answer].*
- *Why is financial literacy so important to [company name/our nation]?*
- *A quote about a program/initiative that helps advance financial literacy/wellness or empower employees, customers, families, students, communities, etc.*
- *Feel free to share a quote on a related topic of your choosing.*



"At Khan Academy, our mission is to provide a free, world-class education for anyone, anywhere. We're pleased to partner with our founding sponsor Walmart to offer financial literacy for all, enabling its associates – and learners everywhere – the opportunity to achieve greater financial success for themselves and their families."

Sal Khan, CEO of Khan Academy





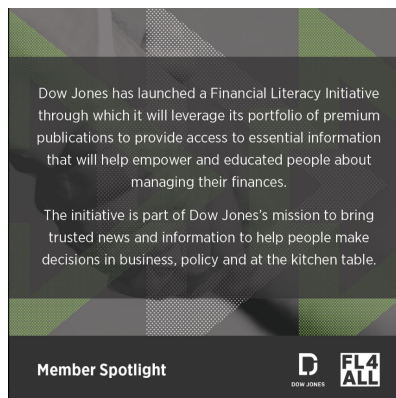
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4. FL4A Member Spotlight.

- We have begun and will continue highlighting on social media platforms, on a programmatic basis, **member programs, initiatives, or other features that reflect a commitment to financial literacy, education, empowerment, and/or wellness.** It's a great way to amplify member efforts in support of the FL4A mission and the importance of what we're doing. **Please let us know if you would like to be included in our Member Spotlight** in the new FL4A Newsletter, and we will work with you to determine content, presentation, and timing. **Our goal is to make this a monthly FL4A feature!**





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5. FL4A Member posts, content, and events.

- As a general practice, we will try to stay apprised of **relevant member posts, content, and events** (e.g., panels, interviews, initiative/product launches, ad campaigns, etc.). However, we know that members may share related information through any number of media, platforms, and processes. If you are aware of any such material, **please let us know about it so we can amplify your efforts**. Otherwise, we'll do our best to keep a lookout for such content and amplify it where possible.

6. Member-to-Member support and collaboration.

- Many of our members have existing relationships with other members and may have plans for a **joint Financial Literacy Month undertaking or other collaboration**. We would love to support and, if public, amplify these efforts.
- All FL4A members have expressed an interest in **forming new relationships or sharing ideas with other members**. Please let us know – always – if we can be helpful in this regard.
- We have also had exciting feedback about **members wishing to support other members** throughout Financial Literacy Month and beyond. This bolsters one of FL4A's key tenets: that our collective can be far more impactful in pursuit of our mission than the sum of individual member efforts. We encourage members to **keep an eye out for FL4A posts regarding other members (for example, through our FL4A Member Spotlight) and for FL4A member-generated posts, and amplify those that you support, referencing your commitment to FL4A**.
- We will also proactively facilitate connections among members who are interested in pursuing new collaborations.





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7. Other activities for Financial Literacy Month and beyond.

- In addition to the preceding avenues of engagement, **FL4A members can celebrate Financial Literacy Month and support FL4A's mission at any time** through a myriad of other activities. Among other things, members can:
 - Help raise awareness of and provide access to resources to improve financial literacy and further financial education.
 - Engage community members through various communication channels.
 - Provide educational resources and tools for all age groups.
 - Organize events and activities that promote financial literacy.
 - Establish partnerships with schools, businesses, and other organizations.
 - Measure the impact of programs, initiatives, and campaigns to inform future efforts.
- **Activities and events** members may consider holding include:
 - Workshops and seminars.
 - Financial literacy fairs.
 - School presentations and assemblies.
 - Webinars and online classes.
 - Community-based or one-on-one financial counseling sessions.
 - Networking events with local financial professionals.
 - Collaborative events with other organizations.



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- **There are many key messages members can highlight** depending on the context of their engagement. Here are some – but the important thing is to use whatever statement gets your point across!
 - ***Financial literacy is the Civil Rights Issue of our generation.***
 - Alternative FL4A mission statements:
 1. The mission of FL4A is to embed financial literacy in our nation's bedrock.
 2. The mission of FL4A is to embed financial literacy in our nation's schools, workplaces, communities, and culture.
 3. The mission of FL4A is to make financial literacy a fundamental part of our nation.
 - Developing financial skills early in life leads to better financial decisions.
 - Financial education can help individuals achieve their goals, including a more secure future for themselves and their families.
 - Financial literacy is a lifelong journey that requires continuous learning.
- **Communication channels** through which members can convey information about financial literacy programs, messages, and content include:
 - Social media platforms (Facebook, Instagram, LinkedIn, TikTok, X, YouTube...)
 - Broadcast media platforms, including movie theaters, television, streaming, commercials, PSAs, etc.
 - Press releases
 - Op-eds, blog posts, and articles
 - Webinars and podcasts
 - Interviews, panels, speeches, etc.
 - Email newsletters
 - Billboards, community bulletin boards, and posters



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- **Media outreach:** members can utilize various media platforms or engage with various media organizations through the following methods:
 - Employ member media platforms and other avenues of reach to raise awareness of the importance of financial literacy and FL4A.
 - Create a press release announcing your organization's financial literacy initiatives.
 - Develop a media kit with key messages, campaign objectives, and contact information.
 - Reach out to local newspapers, radio stations, and TV stations for interviews or features.
 - Write and submit op-eds or guest columns in local publications.
 - Encourage local influencers and community leaders to share your campaign on social media.

 - **Measuring success:** how can members track or measure the success of their efforts?
 - Track the number of attendees at events and workshops.
 - Measure social media engagement (likes, shares, comments, followers).
 - Collect feedback from participants through surveys and testimonials.
 - Monitor media coverage and reach.
 - Analyze website traffic and downloads of educational materials.
 - Determine measurable concrete impacts (financial, credit score, etc.).

We hope that this **2025 FL4A Member Engagement Toolkit, issued in connection with Financial Literacy Month**, serves as a helpful resource for member engagement throughout the year. We could not be more appreciative of your support for FL4A and your commitment to our collective mission. At FL4A, **every month is Financial Literacy Month**, and we look forward to all the work, collaboration, accomplishments, and impact that lie ahead!

