READING RAISES INTEREST

National Teach Children to Save Day

Sample Letter to Schools or Community Groups

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 20.

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. I've enclosed a copy of the lesson plan 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, bankers from over 40 institutions reached out to their community to make Teach Children to Save Day presentations. Together, these bankers reported over 400 presentations to nearly 23,000 students.

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

Wisconsin Bankers FOUNDATION

Reading Raises Interest materials were produced by the Wisconsin Bankers Foundation (WBF). WBF (IRS Public Charity Employer Identification Number 46-3791061) is a Wisconsin non-stock corporation organized for charitable and education purposes dedicated to promoting financial literacy and financial responsibility to the public and to broaden consumer empowerment in the financial services industry primarily through research and education.