**Financially Fearless 2020: Copy and templates for fundraisers**

*Social Post #1*

For #FinancialLiteracyMonth, I’m asking you to join me in empowering teens through the #FinanciallyFearless challenge!

I’m involved with an organization called SecureFutures, focused on financial education, tools, and mentorship for teens. Our goal is to support teens in becoming financially fearless so they can live the life they choose. In a time of economic uncertainty, it’s even more important to make sure that young people are equipped with a strong financial education so they can build a stable and secure future.

I’m challenging YOU to face your financial fears and stand with teens as they do the same. You can help by 1) making a gift today in support of programs that help teens conquer their financial fears and 2) sharing your own action to live in a more financially fearless way with the hashtag #FinanciallyFearless.

*Social Post #2*

What are your financial fears? Everyone has them, especially in an environment of economic anxiety. However, I think there are ways we can work together to decrease fear around money management, for ourselves and others.

For #FinancialLiteracyMonth, I’m taking part in the #FinanciallyFearless challenge in support of SecureFutures’ financial education programs for teens. I’m inviting you to join me by making a gift, and also by choosing a small action you can take to make your own life more financially fearless.

In my own life, I’m facing my financial fear of X by doing Y. What are the actions you can take to live in a more financially fearless way? Share what you’re doing with the hashtag #FinanciallyFearless!

*Social Post #3*

Join me in the #FinanciallyFearless challenge in support of SecureFutures’ teen financial capability programs! Make a gift today, and share a small action you’ve taken to live a more financially fearless life with the hashtag #FinanciallyFearless.

Here are a few ideas:

* Set aside half an hour to talk to your spouse about your shared financial goals.
* ~~Make coffee at home or bring a lunch to work instead of eating out.~~
* Put $100 aside as the start of your emergency fund.
* Pay off one of your credit cards in full.
* Download a budget tracking app.
* Find out your credit score.
* Sit down with your teen to talk about the pros and cons of student loans.
* Schedule a phone appointment with a financial planner to talk about your retirement savings.
* Visit your health insurance website and learn about wellness incentives to lower your monthly costs.

*Social Post #4*

This #FinancialLiteracyMonth, I’m taking part in the #FinanciallyFearless challenge for teen financial literacy. The organization I’m supporting, SecureFutures, is making a huge difference in the lives of teens, empowering them with financial knowledge, tools, and mentoring so they can build a financially fearless future. This cause is so important, now more than ever, as teens graduating from high school are facing an uncertain economic climate.

I wouldn’t ask for your support unless I really believed in this mission. I don’t just talk about it – I’ve given my time as a [volunteer/member of the Board of Directors/member of the Advisory Council/member of their X committee]. Today, I’m asking you to join me by participating in my fundraiser to ensure that all teens have the opportunity for financial security and success. Any size gift makes a difference – please consider giving today!

*Social Post #5*

For #FinancialLiteracyMonth, I’m supporting SecureFutures through the #FinanciallyFearless challenge! [Choose one of the options below.]

1. One of the reasons I believe so strongly in the mission of SecureFutures is that they actually measure the impact of their programs, and the results are consistently impressive. After their time in Money Coach, SecureFutures’ groundbreaking financial mentoring program, 84% of teen participants in the program were regularly using a budget. Before the program, that number was only 16%. SecureFutures doesn’t just say they make a difference – they have the numbers to back it up. That’s why I believe SecureFutures is worth my investment. Join me in that investment with a gift today!
2. Did you know that 46% of Americans have not set aside enough money in savings to cover expenses for three months in case of sickness, job loss, or another emergency? This is a crisis, and I believe the best way to address it is through better financial education. I’m involved with an organization that is ready to help. SecureFutures helps young adults learn to manage their money well, so they can build a stable future for themselves and their families. That’s why I support SecureFutures, and I’d like to invite you to do the same with a gift today.
3. According to a last year’s study on financial capability by FINRA, just 10 hours of financial education can change financial behaviors for the better. I believe that offering this education to teens before they prepare to graduate high school is crucial to helping them avoid costly financial mistakes and setting them on a path to lifelong success. Please join me in making sure all teens have this opportunity by making a donation today.
4. The mission of SecureFutures is personal to me. [Share a personal story about why financial capability has been important in your life: a financial mistake you made as a young adult, an experience volunteering when you saw the impact of SecureFutures programs, etc.) Today I’m asking all of you to consider a gift in support of this life-changing mission.
5. Financial capability for teens isn’t just about individuals: it’s about communities. Almost half of the teens who participate in SecureFutures’ Money Sense program say they’ve shared what they learned with family and friends. They’ve helped their parents establish savings goals, taken siblings to open their first bank account, and supported friends in learning to budget. This ripple effect is why I care so much about the SecureFutures mission, and why I’m asking you to join me in this support by making a gift today.

*Email Template*

Dear [Name],

I’m reaching out to you today about something very important to me. I’m involved with an organization called SecureFutures, focused on financial education, technology, and mentorship for teens. Our goal is to support teens in becoming financially fearless so they can live the life they choose.

I wouldn’t ask for your support unless I really believed in this mission. I don’t just talk about it – I’ve given my time as a [volunteer/member of the Board of Directors/member of the Advisory Council/member of their X committee]. In a time of such economic uncertainty, it’s even more important to make sure that young people are equipped with a strong financial education. Today, I’m asking you to join me by participating in my fundraiser to ensure that all teens have the opportunity for financial security and success. Any size gift makes a difference – please visit my personal fundraising page at the link below and give today!

https://connect.clickandpledge.com/Organization/securefutures/campaign/FinanciallyFearless/fundraiser/YOURNAME

Thank you for standing with me in empowering teens with secure futures.