



Sample Credit Union Web Page Copy (written for a teen-oriented section)

HEAD:

We're giving away money skills...and a Flip Ultra™ camcorder!

<Insert web graphic>

COPY:

A lot can happen in five days. You can learn the skills you need to manage your money for life. You can make new friends or spend time with old ones. You can win a Flip Ultra™ camcorder. And you can do it all at Money & Me, our free summer program for teens.

Money & Me is happening [date range] at [location]. Every morning, from [time range], you and your peers will learn new skills like:

- making and following a budget;
- maintaining savings and checking accounts;
- managing credit;
- saving and shopping for big purchases; and
- planning and investing for the future.

You'll also have a chance to film it all with a Flip Ultra™ camcorder...and at the end of the program, one lucky teen will win the camcorder. It could be you!

Money & Me is free. It's fun. And it will help prepare you for the rest of your life. So what are you waiting for? E-mail us [link to credit union contact's e-mail address] or visit the Money & Me website [link to moneyandmeonline.org] to register today!

Money & Me is a program of The New York Credit Union Foundation, a 501(c) (3) non-profit organization. The National Credit Union Foundation (NCUF) is supporting this project by providing an Innovation Grant.