



Sample Member E-Mail Message

Subject line:

We're giving teens free money skills—and a chance to win!

Copy:

Calling all teens: Money & Me registration is open!

[CU Name] will offer teens valuable money management skills—and a chance to win a Flip Ultra™ camcorder—during the free Money & Me program this summer.

From [date range], Money & Me will offer teens interactive, hands-on lessons about:

- 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.

Participants will have the opportunity to film their interactions and activities with a Flip Ultra™ camcorder. At the end of the course, one lucky teen will win the camcorder through a random drawing.

Money & Me will be held [dates and times here] at [location here]. The program is free, so contact us [link to credit union contact's e-mail address] today or visit the Money & Me website [link to moneyandmeonline.org] to register!

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.