

EVERFI



Holiday Spending Toolkit

Email Outreach / Newsletter Template

A turnkey template with clear CTAs to drive customers into Financial Education topics through email marketing.

Dear **[CUSTOMER NAME]** -

The most wonderful time of the year is right around the corner!

Now, it's no secret that it's easy to overspend during the holidays - in fact, [57% of Americans expect to go into debt as a result of gift-giving](#). While finding the perfect gift can be a challenge, it shouldn't leave you with an empty wallet!

The good news is, we can help. To help you keep your holidays merry and bright, **[INSTITUTION NAME]** has put together some great tips on how to avoid financial stress this season.

Check out our **online financial education center** [\[LINK\]](#) for a holiday refresher on topics like:

- Building a budget [\[LINK TO MODULE\]](#)
- Preventing overdraft fees [\[LINK TO MODULE\]](#)
- Protecting against identity theft [\[LINK TO MODULE\]](#)
- Using your credit wisely [\[LINK TO MODULE\]](#)

Keep the spirit of giving alive by making your personal finances a priority this season. Access our entire library of financial education topics at: [\[everfi.InstitutionFi.com\]](#). (Or [insert a custom message or CTA about your Financial Education program here.](#))