



Summer Spending Toolkit

Email Outreach / Newsletter Template

Turnkey content with clear CTAs to drive customers into financial education topics through email marketing.

CONTENT

Subject line: Funding Your Summer Fun

Preview text: Start a spending plan for the summer!

[CONTACT.FIRSTNAME],

Summer is almost here - how will you spend it? Whether you're looking forward to spending time with family, getting outdoors, making plans with friends, or if you're just in need of some overdue R&R - we want to help you prepare for your best summer yet.

No matter what your plans entail, you should have a spending plan to match. Some of the biggest ticket items that people tend to spend on in the summer are vacations, childcare, and new car purchases. Also, as the days get longer, many of us spend more on entertainment - in fact, [87% of Americans spend more on socializing in the summer](#) than any other time of year!



How can you maximize summer fun while minimizing financial stress? Start with creating a budget to plan ahead for summer spending, and be sure to take into account big purchases and leave room for fun. You can also check out our online learning center for additional tips, such as:

- Find out how to avoid overdraft fees while on vacation [\[DEEP LINK\]](#)
- Understand the payment options associated with your checking account [\[DEEP LINK\]](#)
- Know the costs and benefits of putting summer expenses on your credit card [\[DEEP LINK\]](#)
- Learn the ins and outs of taking out a new car loan [\[DEEP LINK\]](#)

[CTA] Start planning

Explore our full library of financial education topics at: [\[everfi.InstitutionFi.com\]](#).
(Or insert a custom message or CTA about your Financial Education Initiative here.)

Have questions? Contact us at [\[INSERT / LINK EMAIL ADDRESS\]](#)