College Savings Month Communications Tool Kit

Social Media:

September is College Savings Month! @529forCollege is excited to celebrate the almost 17 million open 529 accounts saving for college right now. #CollegeSavingsMonth

As of the end of 2024, Americans have saved over $525 billion dollars toward college savings in @529forCollege accounts. Are you one of them? #CollegeSavingsMonth

Think you know everything about 529 plans? Test your knowledge today by taking this quiz: <https://bit.ly/3AWBgPI> #CollegeSavingsMonth

Have you started saving for college? One dollar saved is better than a dollar borrowed. Check out {INSERT LOCAL PLAN} and learn more today. #CollegeSavingsMonth

Trying to pick the right 529 plan to start saving for college during #CollegeSavingsMonth? Click this link to search and compare 529 plans from across the country: <https://bit.ly/3hANMNv>

Want to know more about 529 plans in a fun and interactive way? Check out this learning module powered by @Enrich\_org specifically about 529 accounts <https://bit.ly/3MWttY2>

Understand the basics of 529s by taking this free learning module today <https://bit.ly/3MWttY2>

Whether you're a parent, grandparent, or other adult looking to save for the future education expenses of a loved one or yourself, it's important to know what savings tools are available to help. Start your learning process here: <https://bit.ly/3MWttY2>

Press Release Sample:

Big Growth Seen Ahead of “College Savings Month” for 529 Plans

(August 27, 2025) {INSERT YOUR CITY} – Next week marks the beginning of “College Savings Month”. While an annual occurrence, {INSERT PLAN NAME} is proud to announce that over 16,960,000 529 accounts have officially been opened nationwide. The growth highlights the dedication of {INSERT STATE PEOPLE NAME, ex Hoosiers} to saving for higher education.

{INSERT QUOTE FROM STATE TREASURER OR PLAN ADMINISTRATOR}

According to the College Savings Plans Network (CSPN) as of December 31, 2024, nationally, more than $525 billion dollars were being saved in 529 accounts across more than 16.96 million accounts. Recently, CSPN launched an interactive tool that allows site users to search and compare 529 plans from across the country. To utilize the tool, visit <https://www.collegesavings.org/529-search-and-comparison/>.

This “College Savings Month” is important to highlight both the successes of saving for education and its impact on finances down the road but also to inform those who have yet to begin saving for education expenses. {INSERT INFO ON WHAT YOUR PLAN IS DOING TO CELEBRATE COLLEGE SAVINGS MONTH AND HOW PEOPLE CAN GET INVOLVED}

In a recent collaboration between the National Association of State Treasurers Foundation and Enrich, a learning module, available to everyone, was created to explain the benefits of a 529 plan and the role they play in helping an individual fund future education expenses. Check it out here: <https://nast.enrich.org/courses/understanding-the-basics-of-a-529-plan>. This course will dive into what 529 plans are, highlighting the unique benefits they offer to those saving for future education expenses. Additionally, we'll explore how the rules and features differ between the different types of 529 plans before finally debunking some common myths about how 529 plans work.

A 529 plan is a tax-advantaged investment plan designed to help families save for a beneficiary’s (typically one’s child or grandchild) future higher education expenses. Savings in a 529 plan grow free from federal income tax, and withdrawals remain tax-free when used for qualified higher education expenses.

To learn more about {INSERT PLAN NAME} visit our website at {INSERT WEBSITE ADDRESS}.

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Op-Ed Sample:

As we welcome another school year, it is hard not to reflect on what school was like at this time last year. While the world appears to be sorting out a new normal, the priorities of families with their finances has seen a definite change. In many ways, uncertainty and chaos makes a clear path for individuals on what they would like to do differently or change. The 529 college savings plan community has experienced that change as well.

According to the College Savings Plans Network (CSPN) as of December 31, 2024, nationally, more than $525 billion dollars were being saved in 529 accounts across more than 16.96 million accounts. Almost 17 million Americans now have dedicated funds in their name to help achieve goals of higher education.

This September is College Savings Month, and we honor the almost 17 million Americans saving and the {INSERT STATE NUMBERS} saving in the {PROGRAM/PLAN NAME}. With the uncertainty of the financial world, these individuals know that there is money being set aside for the future. But why are they saving it in 529 accounts? Why not in a bank account or other financial product?

A 529 plan is a tax-advantaged investment plan designed to help families save for a child’s or grandchild’s future higher education expenses. While commonly referred to as 529 plans, they are formally known as “Qualified Tuition Programs,” as defined in Section 529 of the Internal Revenue Code and are administered by state agencies. Savings in a 529 plan grow free from federal income tax, and withdrawals remain tax-free when used for qualified higher education expenses. {INSERT SPECIFIC STATE INCENTIVES}

In a recent collaboration between the National Association of State Treasurers Foundation and Enrich, a learning module, available to everyone, was created to explain the benefits of a 529 plan and the role they play in helping an individual fund future education expenses. Check it out here: <https://nast.enrich.org/courses/understanding-the-basics-of-a-529-plan>.

For these reasons, many {INSERT STATE REFERENCE, ie HOOSIERS} have found 529 savings accounts are the best vehicle for saving for higher education. Back to School time is a great reminder every year to review financial plans for future education costs. Every single dollar saved is much better than a dollar borrowed but that takes planning and some personal sacrifice before higher education becomes a reality for most families.

To learn more about 529 plans across the country, visit [collegesavings.org](https://www.collegesavings.org/) and utilize the new “529 Plan [Search and Compare](https://www.collegesavings.org/529-search-and-comparison/)” tool. If you would like to open a {INSERT STATE PLAN} or find out more information, visit us at {INSERT WEBSITE}. {COULD INSERT SPECIFIC INCENTIVES AROUND COLLEGE SAVINGS MONTH SPECIFIC TO STATE PROGRAM}

What will you be saving for?

Resources:

<https://nast.enrich.org/courses/understanding-the-basics-of-a-529-plan>

<https://529forcollege.com/a-roadmap-for-their-future/>

<https://www.collegesavings.org/cspn-blog/>

<https://www.collegesavings.org/529-search-and-comparison/>

<https://www.collegesavings.org/college-cost-calculator/>