

# Financial Literacy Month Tool Kit

**To:** NAST Members

**From:** Catherine Seat, Communications Director

## **Introduction** In this toolkit you will find several ways to promote Financial Literacy month in your state. We have organized graphics, created sample tweets, and drafted both an op-ed for your local paper as well as a press release. Please use any/all of the resources!

If you have any questions or would like some additional support, please reach out to Catherine at [Catherine@statetreasurers.org](mailto:Catherine@statetreasurers.org).

**Graphics**<https://nast.org/wp-content/uploads/financialwellness/speakers/infographic.pdf>

<https://nast.org/wp-content/uploads/financialwellness/speakers/worksheet.pdf>

## **Social Media Posts** <https://nast.org/wp-content/uploads/financialwellness/toolkit/social.pdf>

Hashtags: #FinancialEducation #NASTSaves #StateTreasurers

Tags: @StateTreasurers @529forCollege

Are you financially stressed? You are not alone! Learn more about how to take charge of your finances with this free financial wellness program: <https://bit.ly/3t3y3cA> #FinancialEducation #NASTSaves

Americans owe more than $1.74 trillion in student loan debt. Are you one of them? @529forCollege accounts help Americans invest for education expenses. Let’s plan and save during Financial Education Month instead of borrowing and paying later! #NASTSaves

Does budgeting seem scary? Don’t want to know where your money actually goes every month? Check out this easy-to-use fill-in-the-blank worksheet to gauge your financial wellness: <https://bit.ly/3rBY5Dn> Take charge today! #FinancialEducation

April is #FinancialLiteracyMonth. Tell us what you are doing to improve your financial wellness this month in the comments! Need ideas? Check out these resources: <https://bit.ly/3rBYOEB> #NASTSaves

Want to learn more about financial education opportunities throughout the country? Click on your state and see how you can get involved! <https://nast.org/financialwellness/census/> #NASTSaves #StateTreasurers

## **Sample Op-Ed**

<https://nast.org/wp-content/uploads/financialwellness/toolkit/op-ed.pdf>

April showers bring May flowers, right? April is a month of renewal and rebirth as we shake off the cold of winter, watch flowers bloom, and hope for the warmth of summer. As we do our spring cleaning, let us also consider a review of our financial wellness in the spirit of renewal this April.

In many circles, April is celebrated as Financial Literacy Month. A time to encourage Americans to learn a new financial tool, save a little extra money, and plan for our financial future. That looks different to every person.

According to PwC’s annual [Employee Financial Wellness Survey](https://www.pwc.com/us/en/services/consulting/business-transformation/library/employee-financial-wellness-survey.html) in 2023, 60% of employees are experiencing stress around their finances in the workplace. As an employer myself, I want to provide resources to meet the needs of my employees and what causes them stress.

I am a proud member of the National Association of State Treasurers (NAST). We have been working diligently to provide financial education resources to the constituents of {STATE}. NAST, along with the Center for State and Local Government Excellence and the International Public Management Association for Human Resources, funded by Wells Fargo developed the [Financial Wellness Education and Support Program](https://nast.org/financialwellness/). This program works specifically with government employees to give them financial education tools for success; however, these resources are valuable to everyone! I urge {Constituent Descriptor like “Hoosiers”} XX to take advantage of these free financial education tools.

{INSERT STATE SPECIFIC STORY OF FINANCIAL EDUCATION/INDEPENDENCE OR PROGRAM}

Resources and tools are readily available to take your financial knowledge to the next level. In XX, we have {INSERT RESOURCES/HELPFUL WEBSITES}. During this spring season, plant seeds now that will grow and produce lasting change for you and your family.

## **Sample Press Release**

April XX, 2025 (City, State) – April is Financial Literacy Month. A dedicated time to reflect on the state of financial education in local communities and across the nation. Treasurer XX is dedicated to the financial wellness of XX.

According to [Standard & Poor's Ratings Services Global Financial Literacy Survey](https://gflec.org/initiatives/sp-global-finlit-survey/), only 57% of adults in the US are considered financially literate. While 100% of Americans are making decisions with financial impact, only half are equipped to do so.

*{Quote from Treasurer XX}*

The National Association of State Treasurers (NAST) has provided tools for the continued financial education of government employees. Brought together by this shared mission, the Center for State and Local Government Excellence, the International Public Management Association for Human Resources and the NAST Foundation, funded by Wells Fargo developed the [Financial Wellness Education and Support Program](https://nast.org/financialwellness/). This program published a toolkit for speakers and conferences on the topic as well as a booklet walking through several stages in a person’s financial journey.

*{Insert Local Financial Education Program}*

For more information on the Financial Wellness Educations and Support Program, email XX at XX. To contact the Office of XX State Treasurer, please call XX or email XX.

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## **Resources**

State’s Financial Education Program Census: <https://nast.org/wp-content/uploads/financialwellness/census/2020nastfinancialwellnesscensus-allstates.pdf>

[CEE Survey of the States](https://www.councilforeconed.org/)

[2023 National Report Card on HS Financial Literacy](https://financialliteracy.champlain.edu/report-cards/2023-national-report-card-on-high-school-financial-literacy/)

NGPF has put together a [compilation of studies](https://urldefense.com/v3/__https:/docs.google.com/document/d/1avNZ_8wRv14CItaUCtLlGgrmz5I4R2WB7enQEyuCel4/edit?usp=sharing__;!!PRtDf9A!o69E3sFTOHPoEqCSPpqH6NKCt3J1k2odOSRuZWShIO8uN4Ua9m1gKWVwl6IIk28EmXRCtK-S6eIwYdkgXGRiYA$), including:

* "Financial education mandates have positive impacts on student borrowing behaviors across all income groups. States with personal finance graduation requirements have students with a higher incidence of applying for financial aid, a lower incidence of borrowing from private student lenders, a higher incidence of receiving grants and federal aid, and a lower likelihood of carrying credit card balances." - Stoddard, C. and Urban, C. (2018). [The Effects of K-12 Financial Education Mandates on Student Postsecondary Education Outcomes.](https://urldefense.com/v3/__https:/www.nefe.org/_images/research/Effects-of-K-12-Financial-Education-Mandates/Effect-State-Mandated-Fin-Ed-June25-2018.pdf__;!!PRtDf9A!o69E3sFTOHPoEqCSPpqH6NKCt3J1k2odOSRuZWShIO8uN4Ua9m1gKWVwl6IIk28EmXRCtK-S6eIwYdl3t2GsMg$) NEFE.
* "Young adults who were required to take personal finance courses in high school were significantly less likely to borrow payday loans than their peers who were not. These effects do not significantly differ by race/ethnicity or gender, suggesting that financial education may be useful regardless of demographics.” - Harvey, M. (2019) [Does State-Mandated Financial Education Affect High-Cost Borrowing?](https://urldefense.com/v3/__https:/www.finrafoundation.org/sites/finrafoundation/files/Does-State-Mandated-Financial-Education-Affect-High-Cost-Borrowing_0_0_0.pdf__;!!PRtDf9A!o69E3sFTOHPoEqCSPpqH6NKCt3J1k2odOSRuZWShIO8uN4Ua9m1gKWVwl6IIk28EmXRCtK-S6eIwYdmXV1RL-w$) FINRA Foundation.
* "The evidence shows that financial education programs have, on average, positive causal treatment effects on financial knowledge and downstream financial behaviors. Treatment effects are economically meaningful in size, similar to those realized by educational interventions in other domains and are at least three times as large as the average effect documented in earlier work." - Kaiser, T., Lusardi, A., Menkhoff, L., and Urban, C. [Testing the Effectiveness of Financial Education Across 76 Randomized Experiments.](https://urldefense.com/v3/__https:/www.finrafoundation.org/sites/finrafoundation/files/Financial-Education-Matters-Testing-Effectiveness-Financial-Education_1.pdf__;!!PRtDf9A!o69E3sFTOHPoEqCSPpqH6NKCt3J1k2odOSRuZWShIO8uN4Ua9m1gKWVwl6IIk28EmXRCtK-S6eIwYdk0gTPLHw$) FINRA Foundation.