**College Savings Plans Network**

**Holiday Communications Toolkit**

Social Media Posts:

Can’t find the perfect gift on the shelves? Give the gift of education with a 529 account. Learn more here:

Does the favorite child in your life already have more toys than they can count? Make the long-term investment in their future by starting a 529 account today.

Giving gifts around the holidays can be stressful! Give the gift of education with a 529 account and don’t sweat it. Learn more here:

Don’t make holiday shopping scenes from “Jingle All the Way”! Choose the easy option with a 529 account for the learner in your family. Learn more here:

Want a gift that they will remember for years and years to come? Invest in their education and wait for the thank yous to start piling in years from now. Learn more here:

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>

Press Release:

The Gift They Will Remember Many Years to Come

Give the Gift of Education this Holiday Season

November XX, 2022 (City, State) – The holiday season can be stressful as gift givers search for the perfect gift. 529 Savings Plans are the gifts that will always be on the shelves and available to invest in the higher education of your loved one.

{INSERT QUOTE FROM PLAN ADMINISTRATOR OR TREASURER}

According to the College Savings Plans Network, over $412 billion dollars are being set aside all over the country for education expenses. {INSERT SPECIFICS ON YOUR PLAN}

{INSERT ANY SPECIFIC END OF YEAR PROMOTION OR TAX OPTIONS FOR YOUR STATE/PLAN}

529 plans make it easy and affordable to plan ahead for the cost of higher education at colleges & universities, technical & community colleges, trade schools and many other post-secondary education programs. Investing in a 529 account not only helps individuals’ budget, but it also provides tax advantages to the account owner. While state tax incentives vary federally, money grows in a 529 account tax deferred and then it can be withdrawn tax free if used for qualified expenses. Those expenses range from college tuition, books, computers, room, and board, and more.

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 expense. 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.

To learn more, visit {INSERT WEBSITE} or call {INSERT PHONE NUMBER} before making your holiday shopping list.

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Sample Op-Ed:

Ever had a “Jingle All the Way” experience trying to get that last minute holiday gift for someone? It might have even been a Turbo-Man action figure or the coveted Tickle Me Elmo. This holiday season, we may all be our own versions of Arnold Schwarzenegger tracking down the last gift on the shelves.

Want to beat the rush at the mall? Or are you tired of patiently, or not-so-patiently, waiting by your mailbox for a gift? 529 accounts are a great opportunity to invest in the future education of someone you love.

529 plans make it easy and affordable to plan ahead for the cost of higher education at colleges & universities, technical & community colleges, trade schools and many other post-secondary education programs. Investing in a 529 account not only helps individuals’ budget, but it also provides tax advantages to the account owner. While state tax incentives vary federally, money grows in a 529 account tax deferred and then it can be withdrawn tax free if used for qualified expenses. Those expenses range from college tuition, books, computers, room, and board, and more.

According to the College Savings Plans Network, over $412 billion dollars are being set aside all over the country for education expenses. {INSERT SPECIFICS ABOUT YOUR PLAN} You can be one of those saving and investing for education with a 529 plan.

Is wrapping gifts one of your favorite parts of the holiday season? Don’t let giving financially to a 529 account hold you back from watching your gift be unwrapped. There are plenty of ways to be creative when sharing the news. You could share the news in a new paperback book, or you can make a paper airplane with the news and let it fly into their lives. The opportunities are endless!

Regardless, a 529 is not only a way for you to not end up like Arnold in “Jingle All the Way,” but a chance to invest in the future of a loved one in their quest to pursue higher education – it will be the gift that lasts the longest!