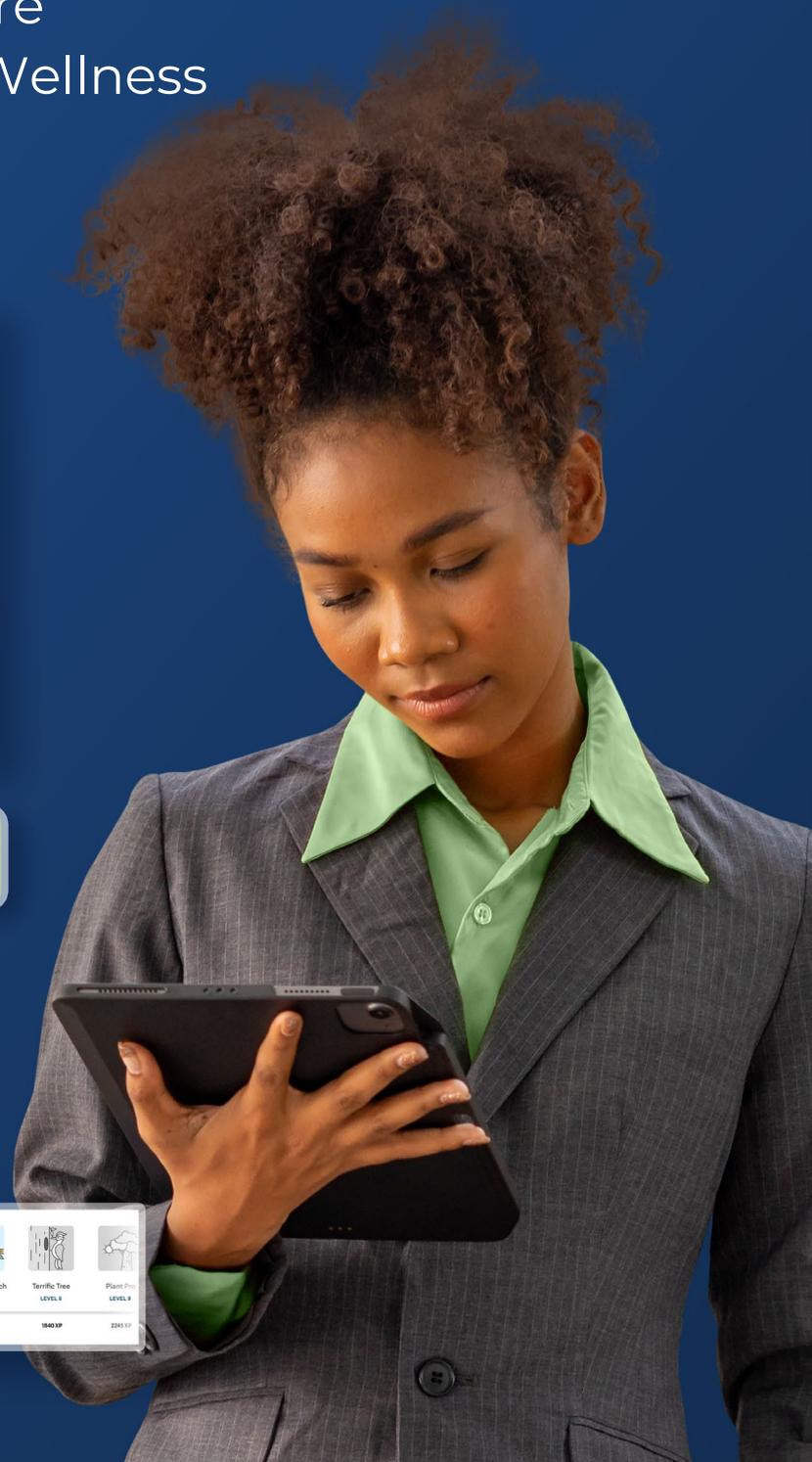
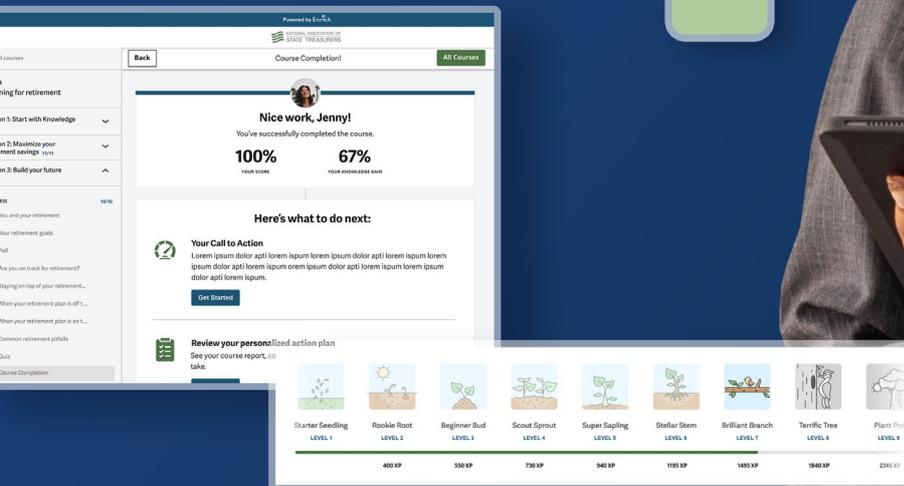
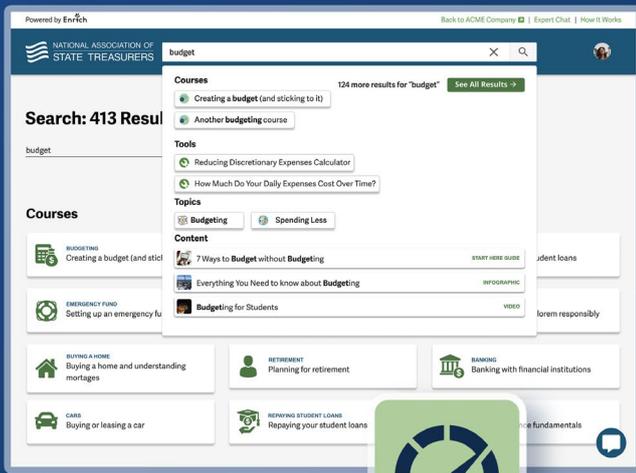




From Pilot to Partnership

How NAST and Enrich Are Scaling State Financial Wellness Programs Nationwide





The National Association of State Treasurers (NAST) launched a groundbreaking pilot program to address a critical challenge across the nation: how to deliver accessible, high-quality financial education to residents across multiple states simultaneously.

By partnering with Enrich, NAST created a shared digital platform that served approximately 14 public sector entities that included state treasurer offices and municipalities across the country; reducing risk and demonstrating value.

This case study explores how the pilot program works, why states like Illinois transitioned from the pilot program to a direct partnership, and what this pathway means for the future of state-sponsored financial wellness programs.

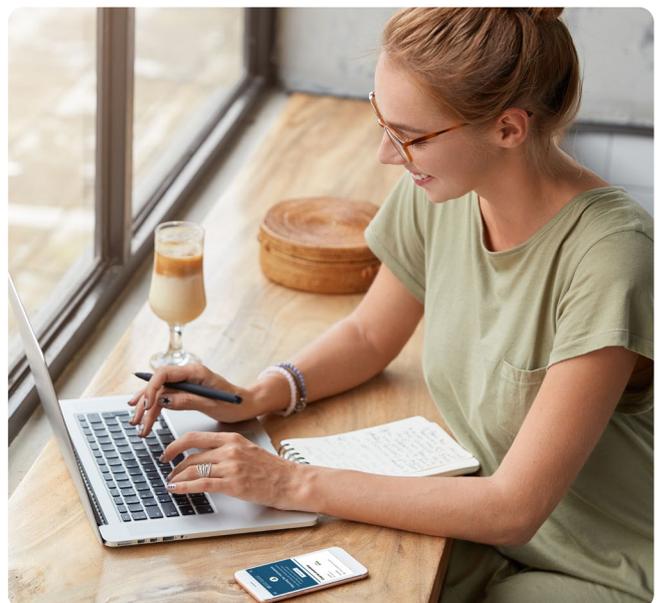
The Pilot Program

NAST's State & Local Financial Wellness Program began in 2020 to help public sector agencies support employees, retirees, and residents navigating financial challenges and facing rising financial stress – an issue magnified by the pandemic. But state treasurers faced a common roadblock: residents needed trustworthy and accessible financial guidance; however, building a custom education program is resource-intensive, expensive, and slow. The COVID-19 pandemic also intensified this issue, as traditional in-person financial literacy programs became impossible to host.

The Challenge: Financial Wellness at Scale

NAST's initial grant phase revealed another critical gap – access. How do we reach a core group of workers in our community who need these resources, when they don't have office jobs or regular access to a computer? Traditional in-person programs were no longer an option, and states needed a digital solution that could both scale nationally and meet people where they were.

That led to the next phase of the program and a partnership with Enrich.



The Solution:

A Shared Platform Model

With support from the Wells Fargo Foundation, NAST launched its second grant phase in partnership with Enrich, providing a shared platform that allowed the public sector grantees to deliver customized financial education while benefiting from economies of scale, shared data, and collaborative best practices. The pilot offered a unified, yet flexible approach that allowed state treasurers and other public sector entities to test scalable delivery models.



How the Pilot Program Worked:

- ✓ Dedicated landing pages branded for each public sector participant
- ✓ Built-in content library covering debt, savings, retirement, college planning, and more
- ✓ Mobile-optimized platform for on-the-go learning
- ✓ Quarterly best practices reviews where participants share strategies
- ✓ Marketing brainstorm sessions to drive engagement
- ✓ Benchmark data across participants identifying what works
- ✓ Shared visibility into key metrics: registrations, page views, session duration, assessment completions



Pilot Program Highlights

-  **14** participating public sector entities
-  **300,000+** user sessions and **170,000+** unique users
-  **45,000** registered accounts with open access to videos, articles, and tools
-  Data benchmarking and shared engagement strategies across all participants

For states and public sector entities hesitant to invest in untested solutions, the pilot program offered a low barrier to entry. The grantees were able to demonstrate value to stakeholders, test resident engagement, and build internal support without committing fully to a direct partnership.

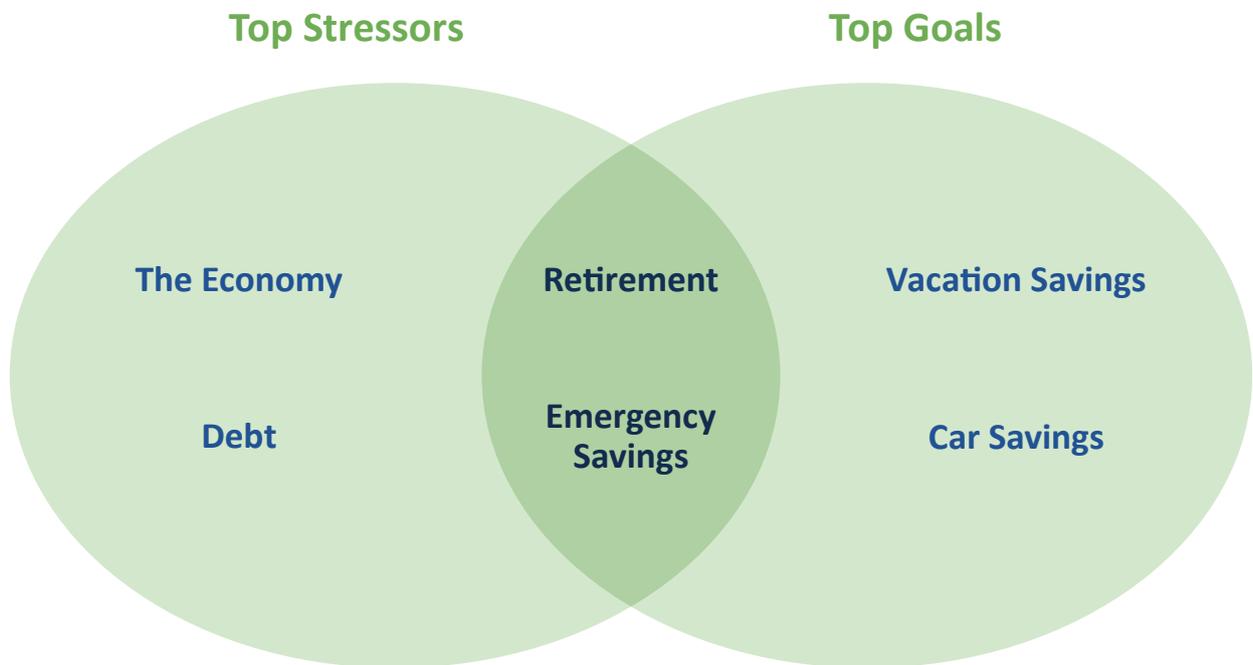
User Insights:

A Shared Platform Model

Through the pilot, Enrich collected aggregate behavioral and sentiment data showing both widespread need and measurable improvement.

Impact Area	Result	What it Means
Stress Reduction	52% of users reported decreased financial stress	Overall well-being improved across demographics
High-Stress Users	34% of high-financial stress users reported less stress	Strongest impact among the most vulnerable
Budget Creation	23% started a budget	Indicates lasting behavior change
Emergency Fund Creation	9% started an emergency fund	Demonstrates movement from learning to action
Engagement Depth	Average 2-3 sessions per user	Users return to continue learning and track progress

- ✔ **Top stressors identified:**
 retirement readiness, the economy, lack of savings for goals and emergencies, and debt.
- ✔ **Top financial goals:**
 retirement savings, vacation savings, emergency savings, saving for a home, and saving for a car.



Insight:

The overlap between users’ top stressors and goals highlights a population motivated not just by anxiety, but by aspiration. Financial stress is real, but so is the desire for progress.



“I’m trying to plan for retirement but don’t know where to start.”

“I want to buy a home and need help managing debt.”

“I’m a single parent trying to save again after a tough year.”

– **Common Themes from User Feedback**

Debt

Credit

Retirement

Housing

Cost of Living

Income Stability

Savings & Goals

From Pilot to Direct Partnership

Illinois:

Building a Statewide Financial Wellness Movement

After joining the NAST pilot, the Illinois State Treasurer’s Office quickly saw the program’s potential to reach beyond public employees. Partnering directly with Enrich, they launched the Illinois Financial Wellness Hub (FinWell Hub), a co-branded platform that would support statewide implementation, community adoption, and long-term integration.

Unlike the designated landing pages from the pilot program, this platform prominently features Illinois branding and messaging. Through their direct partnership



with Enrich, the platform can also include customized calls-to-action that connect learning to state programs like Secure Choice and College Savings – which the team at Illinois hopes to implement next year.

A Community-Centered Implementation Model

One of the most impactful parts of Illinois’ strategy was using the Enrich platform to support community partners across the state. They deployed a train-the-trainer model that empowered community organizations (including nonprofits, libraries, teachers, and other community groups) so they could bring Enrich to the people they serve and expand reach throughout the state.

These community groups were trained on:



How to navigate and use Enrich



Which models aligned with their community’s needs



How to integrate Enrich into existing programs



How to promote the platform to the populations they serve

This train-the-trainer approach created local champions who could bring financial wellness to their own communities.

What a Direct Partnership with Enrich Enables

Customizations & Branding

-  State logo, treasurer messaging, and tailored campaigns
-  Custom webinars and digital content created specifically for local audiences
-  Integration with state-specific programs

Dedicated Support

-  Customer success team providing strategic guidance
-  Custom content development and digital resources
-  Ongoing optimization based on Illinois-specific data



Through a creative mix of community-based programs, financial wellness challenges, and targeted email campaigns, Illinois achieved sustained growth in registrations, return logins, and time spent on the platform.



“The financial landscape is more complex than ever, and people need a trusted resource like Enrich where they can easily learn about financial topics and make informed decisions for themselves and their families. Informed citizens are empowered citizens.”

— Maggie Owen,
Financial Programs Manager, Illinois State Treasurer’s Office

The Pathway Forward:

Impact & Future Growth

The partnership between Enrich and NAST demonstrates a replicable model for scaling financial wellness programs with measurable outcomes and creates momentum for direct adoption.

1 Pilot (Scale)

- ✓ 14 public sector entities
- ✓ 170K unique users
- ✓ Shared infrastructure & insights

2 Direct Contracts (Depth)

Customized branding, targeted campaigns, integrated outcomes

3 Behaviors Change

- ✓ 52% less stress
- ✓ 23% new budgets
- ✓ 9% new savers



The NAST pilot proved that states don't need to build financial education programs from scratch. By leveraging a shared platform model, public sector, including treasurers, can:

- ✔ Launch without lengthy procurement or development.
- ✔ Learn from peer states' successes and challenges.
- ✔ Scale by transitioning to direct partnerships when value is proven.
- ✔ Integrate with existing state programs (529, retirement, debt relief).
- ✔ Measure impact with clear data on reach, engagement, and behavior change.
- ✔ Integrate their own content and state-specific resources into the user experience without having to develop and maintain the technology.
- ✔ Benefit from the numerous custom content pieces created in partnership with NAST, with topics including unclaimed property, ABLE Accounts, customizable 529 Plan content – just to name a few.



“NAST’s FinWell project was built on the strength of collaboration with key partners and a shared purpose that was all the more meaningful due to the pandemic. By bringing public finance agencies and private partners like Enrich and the Wells Fargo Foundation together, we leveraged each other’s expertise to deliver innovative and accessible learning opportunities that promote financial well-being. NAST is proud to be part of the team that delivered practical financial education with measurable outcomes.”

— Kari Arfstrom,
Deputy Director, National Association of State Treasurers

States like Illinois illustrate how transitioning from a shared pilot to a customized partnership amplifies impact. With a more personalized approach leveraging high-touch webinars and community partnerships, they were able to make major strides toward empowering residents to make informed financial decisions.

Questions for State Treasurers Considering This Model

- 1 How many residents in your state lack access to credible financial education?
- 2 What would it cost to build a custom digital platform in-house?
- 3 How long would procurement and development take?
- 4 Could you pilot a solution with zero upfront cost to demonstrate value first?
- 5 Does your state have a High School Financial Literacy Graduation requirement and could this be an opportunity to partner on a solution?

The partnership between NAST and Enrich offers a proven pathway: start with the pilot, demonstrate impact, transition to direct partnership when ready, and build a sustainable program that serves residents for years to come.

Getting Started

To learn more about the Enrich Financial Wellness platform, contact Todd Woodlee:

twoodlee@igrad.com

To learn more about NAST's State & Local Financial Wellness Program, visit here:

<https://nast.org/financialwellness/>



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