

To our State Administrators and Partners: We have officially crossed 100 million searches on MissingMoney.com since our relaunch, and more importantly, NAUPA member programs have returned over \$14 Billion to rightful owners! To maximize the impact of this dual-milestone, we have prepared this updated toolkit for you to amplify the message across your state's digital channels.

1. Social Copy - Pair them with the provided campaign graphics or video for maximum engagement.

IMPORTANT: *When posting on Facebook or Instagram, please remember to tag our official account @MissingMoney in your posts! When sharing on LinkedIn, please tag @National Association of State Treasurers! This allows us to share your posts to the national page and build a unified audience.*

Since the relaunch of MissingMoney.com, we've crossed 100 MILLION searches. The result? NAUPA member programs have returned over \$14 BILLION to rightful owners. 🎉

With 1 in 7 Americans still having unclaimed property, your share of the next billion could be waiting. Search for free today! 📌 [Link] #MissingMoney #ConsumerProtection #UnclaimedProperty

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100 Million Searches. \$14 Billion Returned.

Since relaunch, MissingMoney.com has officially crossed 100,000,000 searches. More importantly, NAUPA member programs have successfully returned over \$14 BILLION in unclaimed property to individuals, businesses, and charities. 🎉

Did you know that 1 in 7 people nationwide still have unclaimed cash, forgotten accounts, or uncashed checks waiting to be returned?

Be part of the next 100 million. It's free, secure, and take 60 seconds to check: [Link] #UnclaimedProperty #MissingMoney #ConsumerProtection

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100 MILLION SEARCHES! 🎉 Since we relaunched MissingMoney.com, you all have been busy.

Even better? NAUPA member programs have returned over \$14 BILLION to rightful owners. 💎 But the craziest stat is that 1 in 7 of you STILL have money waiting to be claimed! Stop scrolling, take 60 seconds, and search your name at the link in our bio. Let's get you paid! ✨ #MissingMoney #UnclaimedProperty #ConsumerProtection

Missingmoney Milestone Toolkit - 100M Searches & \$14B Returned Campaign

1.5. Graphics and Videos:

Google Drive -

<https://drive.google.com/drive/folders/1cjCqbfVGKBaDXtsJFik97OahCacm3AsV?usp=sharing>

Zip File - <https://unclaimed.org/wp-content/uploads/Missinmoney-Milestones.zip>

Widescreen Video: <https://youtu.be/uy0FnWoJd2E>

Vertical Video: <https://youtube.com/shorts/P7tQypxm9RU>

Graphics:



2. Email / Newsletter / Flier / Insert - Incorporate this copy into your next constituent email blast, newsletter, or press bulletin.

SUGGESTED SUBJECT LINES

- *100 Million Searches and \$14 Billion Returned! 🎉*
- *Be a Part of the Next 100 Million Searches.*
- *Have you checked for missing money? 1 in 7 Americans have a match.*

EMAIL BODY COPY

100 Million Searches. \$14 Billion Returned. Is Your Name Next?

MissingMoney.com, the trusted national database, has just surpassed 100 million searches since its relaunch. The best part? NAUPA member programs have used those searches to return over \$14 Billion to rightful owners.

This historic milestone represents millions of Americans taking a few minutes to protect their finances and reclaim forgotten assets like uncashed paychecks, forgotten savings accounts, and utility refunds.

Here in [INSERT STATE], we are committed to reuniting you with your funds. With 1 in 7 people nationwide having unclaimed property, there's a good chance you or someone you know has money waiting to be claimed.

Don't leave your money behind.

It is 100% free and secure to search. Visit MissingMoney.com today and see if you are part of the next 100 million.

3. Press Release

NAUPA Member Programs Celebrate \$14 Billion Returned as MissingMoney.com Hits 100 Million Searches

Monumental dual-milestone underscores the tangible financial relief state unclaimed property programs provide to millions of Americans.

LOCATION — DATE — MissingMoney.com, the national database for unclaimed property endorsed by the National Association of Unclaimed Property Administrators (NAUPA), today announced a monumental dual-milestone. Since the platform's relaunch in 2022, users have performed over 100 million searches, directly contributing to more than \$14 billion successfully returned to consumers by NAUPA member programs.

This achievement represents a massive collective effort by state administrators to prioritize consumer protection and return forgotten wealth to the public. The \$14 billion returned encompasses uncashed checks, forgotten bank accounts, utility deposits, and insurance policies that have been rightfully restored to individuals, businesses, and charities across the country.

"As we celebrate this milestone of outreach and owner reunification, we want to emphasize that this is not just a website metric. These numbers are a reflection of tangible financial relief provided to millions of families, thanks to the relentless advocacy of state unclaimed property programs."

— Meaghan Aguirre, President, National Association of Unclaimed Property Administrators

To contextualize the search volume, 100 million searches equate to roughly one-third of the U.S. population actively taking steps to reclaim their assets. This surging engagement reflects the growing public awareness of unclaimed property and the trusted, secure nature of the state-run programs driving the initiative.

As the platform celebrates this historic milestone, administrators are calling on the public to keep the momentum going. With an estimated 1 in 7 Americans currently possessing unclaimed property, the next big success story could take just a few clicks.

Individuals are encouraged to visit MissingMoney.com to perform a free, secure, and rapid search to see if they or their family members are part of the next 100 million searches and claim their share of the billions waiting to be returned.

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About [MissingMoney.com](https://www.missingmoney.com), NAST & NAUPA

MissingMoney.com is the trusted national website endorsed by the National Association of State Treasurers (NAST) and the National Association of Unclaimed Property Administrators (NAUPA)

Missingmoney Milestone Toolkit - 100M Searches & \$14B Returned Campaign

to securely facilitate the search and claim of unclaimed property. NAUPA is the foremost authority on unclaimed property and is dedicated to consumer protection through the rightful return of assets to their owners.

Media Contact:

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