How States are Helping Families Give the Gift of Education
Moderators:

Alisa Ferguson
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Executive Director, Michigan Education Trust
Michigan’s 529 Prepaid Tuition Program
MET Gifting

- MET offers purchasers three payment options:
  - Lump sum payments, by 15 credit hour semesters, up to 10 semesters.
  - Monthly purchase, by 15 credit hour semesters, structured payments over 4, 7, 10 or 15 years.
  - Pay-As-You-Go, open a contract with the minimum purchase of one credit hour, then make payments “at will” with minimum $25 contribution. Purchasing credits, or fractions of credits at rate at time of contribution.

MET offers on-line certificates to acknowledge purchases:
Options

- Monthly purchase and Pay-As-You-Go contributions may be made on-line or by a mailing check, only requires contract number, however, does not track as a “gift.”
Lump Sum and Pay-As-You-Go

- Promote gifting in press releases and eblasts.
- Offer certificates on website to customize.
• Mail welcome cards on new contracts.

• Include business card size contribution cards with welcome card and more upon request.
Michigan Education Savings Program (MESP)

- MET contracts with TIAA Tuition Financing, Inc. to manage the states direct sold investment-based program, the Michigan Education Savings Program (MESP).

- MESP gifting is done using the Ugift platform, allows account owner to see gift amounts, allows MESP to track gifted amounts.

- Accepts mailed in checks.

- Provides certificate templates on website.
Thanks!

Diane Brewer, Executive Director, Michigan Education Trust

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Terry Crockett
Marketing Manager, Virginia529
Gifting Methods

Terry Crockett, Marketing Manager
Three Easy Ways to Give

- Print and Mail a Paper Gift Certificate
- Make a Direct Contribution Online
- Purchase a Digital Gift Card
Print and Mail a Paper Certificate

Print a gift card from the convenience of your home and for a quick present option.

1. Select and print a certificate that best fits your occasion.
2. Mail the top portion with a check to Virginia529.
3. Present the bottom half to the lucky recipient!
Print and Mail a Paper Certificate

- Prepaid529
- Congrats Graduate
- Happy Chinese New Year
- New Baby
- Happy Diwali
- Merry Christmas
- Happy Birthday
- Happy Chanukah
- Happy Holidays
Three Easy Ways to Give

- Make a Direct Contribution Online
- Print and Mail a Paper Gift Certificate
- Purchase a Digital Gift Card
Make a Direct Contribution

Give to an Individual Account
Contribute directly to someone’s Virginia529 account with their unique Gift ID.

Share Your Gift ID on Social Media or Email

Maxwell D. Johnson
60365067 - 6 Semesters Tier I

Gift ID
5SRT5DO

Gift URL
https://myaccounttest.vcsp.virginia529.com/pls/t
Make a Direct Contribution

Enter Gift ID
A Gift ID is a unique and permanent number that is associated with your Virginia529 account. Share your Gift ID, not your account number, with friends and family so they can contribute to your account.

Gift ID
55RT55DO

Please confirm this recipient.
Maxwell J.

Confirm

Continue

Back
Make a Direct Contribution

Personalize Your Gift Message and Amount

Enter Title: Happy Birthday!
Enter Amount: 500
Enter Gift Message:
Love, Grandpa

$500.00

Back Continue
Three Easy Ways to Give

- Print and Mail a Paper Gift Certificate
- Make a Direct Contribution Online
- Purchase a Digital Gift Card
Purchase a Digital Gift Card
Purchase a Digital Gift Card

Personalize Your Gift Card
Use the options below to select a delivery method, pick a theme, and write a personal message.

Do you want to print or email this gift card?
- Print a paper copy
- Email to the recipient

Provide a personal message (optional)
To: __________________________
Title: __________________________
Message: __________________________

Questions? We're here to help.
1-888-567-0540

Virginia529
Purchase a Digital Gift Card
Call 1-888-567-0540 or visit Virginia529.com to obtain all program materials. Read them carefully before investing. An investor should consider the investment objectives, risks, charges, and expenses of the programs before investing. For non-Virginia residents: before investing, consider whether you or the beneficiary's home state offers any state tax or other state benefits such as financial aid, scholarship funds, and protections from creditors that are only available for investments in that state's qualified tuition program. © 2020 Virginia College Savings Plan. All Rights Reserved.
Heather Birnie
Assistant Director, Pennsylvania Bureau of Savings Programs
Ugift

• An innovative way to invite family and friends to celebrate birthdays and holidays with the gift of education savings.

• An easy-to-use service that allows gift contributions to a PA 529 account.

• In 2020, over 95,000 transactions for over $20.5 million in contributions to PA 529 accounts.
What the Account Owner Sees
What the Account Owner Sees

Invite family and friends by email

Enter the names and email addresses of family and friends you’d like to invite to help you save! They’ll receive your unique Light code along with information on how to make gift contributions to your beneficiary’s account at any time through Light529.com.

If you are inviting people to give gifts for a birthday, holiday, graduation or other event, you may enter the occasion name below. You may come back and send more invitations at any time.

Occasion name (Optional):

Preview your invitation to family and friends:

*Others will be able to view your and your beneficiary’s names if they enter your Light code at Light529.com.

Gifter 1 First Name
Gifter 1 Last Name
Gifter 1 Email

Gifter 2 First Name
Gifter 2 Last Name
Gifter 2 Email

Add another person

Send email(s)
What the Gifter Sees

Saving for college is easier with help from family and friends

How Ugift Works
With Ugift you can give a truly meaningful gift-money toward a student's education savings. This convenient, free-to-use service lets you contribute to a student's 529 college savings plan account. Learn more about Ugift.

Give your gift at any time
Transfer money easily and securely
Contribute electronically or by mail
Contribute to your PA 529 account by December 31st to maximize your 2020 PA tax deduction.

CONTRIBUTE BY DECEMBER 31, 2020 TO SAVE ON THIS YEAR’S TAXES!

Earn Big Deductions this Holiday Season.
With a PA 529 account, you can deduct contributions from your Pennsylvania taxable income up to $15,000 per year.¹

Contribute by December 31, 2020, for your 2020 Pennsylvania income tax deduction.

It’s easy to save in your PA 529 account!
Make contributions of at least $10 to your PA 529 account online any time or set up an automatic bank transfer or payroll deduction, if available.

Family and friends can give the gift of education with Ugift®.
Learn more at pa529.com or call 800-440-4400.

PA 529 Offers Two Plans to Help You Save!
The PA 529 Guaranteed Savings Plan (GSP) helps your savings keep pace with the rising costs of college tuition.
The PA 529 Investment Plan (IP) offers 17 investment options from The Vanguard Group, including time- and goal-based options.
Take full advantage of tax-controlled growth and tax-free withdrawals when you use your PA 529 accounts for qualified expenses.

CONTRIBUTE BY DECEMBER 31, 2020 TO SAVE ON THIS YEAR’S TAXES!

¹Contribution limits vary by state. Contributions may be subject to state and federal income tax, state and federal income tax credits, and state and federal income tax deductions. State and federal income tax credits and deductions are subject to the laws of the state or federal jurisdiction in which you file your taxes and may be dependent on your income level and/or on the amount contributed.

²The Pennsylvania 529 College and Career Savings Program sponsors three plans: the PA 529 Guaranteed Savings Plan (GSP), the PA 529 Investment Plan (IP), and Keystone Select. The guarantee of the PA 529 Guaranteed Savings Plan is an obligation of the GSP Fund, not the Commonwealth of Pennsylvania or any state agency. Before investing in either PA 529 plan please read the plan disclosure statement available at plan529.com or by calling 1-800-440-4400 to learn more about that plan, including investment objectives, risks, fees, and tax implications. Before you invest consider another plan or the beneficiary’s home state offers any state tax or other state benefits such as: financial aid, scholarship funds, and protection from creditors that are only available for investments in that state’s qualified tuition program.

Pennsylvania Treasury | Bureau of Savings Programs
STACK UP YOUR SAVINGS!

In uncertain times, it's better to save than to borrow, especially when it comes to paying for college. Your PA 529 Guaranteed Savings Plan (GSP) account helps you save for education without worrying about the daily ups and downs of the stock market.

Saving as easy as 1-2-3!

2. Log on to your PA 529 account at pas29.com.
3. Make a one-time contribution of $10 or more by 11:59 PM (EST) on August 31, 2020.

Education gives people the power to improve their lives in so many ways. Consider an extra contribution to your PA 529 GSP account to maximize your savings!

ugift® Family and friends can give the gift of education with ugift®

Learn more at: pas29.com or call 800-440-4000.

*ugift® is a registered service mark of Business Market Data Service, LLC, and is an optional service, separate from the PA 529 plan, and not affiliated with the Commonwealth of Pennsylvania or the Pennsylvania Treasury Department.

**Credit Rate is the annual percentage rate (APR) that is applied to your investment in the PA 529 Guaranteed Savings Plan. This rate is volatile and may change at any time. Please contact your advisor for more information regarding the current investment options, costs, fees, and risks associated with your account. Before you invest, consider whether your or your beneficiary's home state offers any state tax or other state benefits such as lower investment costs, scholarship funds, and protections from conditions that are only available for investments in that state's qualified tuition program.
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Thank you!