## **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, financial or money challenges accounts for 54% of the stress their employees face every day. 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}. Recently, NAST’s Foundation, 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.

2020 tested us in various ways, but I think it is important to take this month of renewal and rebirth to set ourselves up for success in 2021 – and your financial health is a huge part of that. Many Americans faced financial hardships last year and it will take time to bounce back. I challenge you to learn a new tool, save extra money, and plan for 2022 this month!

{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.