



**CONNECTED BY PURPOSE  
DRIVEN TO IMPACT**

# Jump\$tart's Financial Literacy Month

## *Advocacy and Activation* **Toolkit**



# ADVOCACY ACTIVATION CHECKLIST



## Check List

- Download toolkit
- Schedule at least four April posts
- Share one partnership value message
- Tag Jump\$tart
- Encourage engagement
- Share impact recap in May





Dear JumpStart Partners, Affiliates and Friends,

April is Financial Literacy Month — a time when the national spotlight turns toward one of the most powerful drivers of long-term economic mobility: financial education.

At the JumpStart Coalition, we believe financial literacy is not optional. It is foundational. It empowers individuals to make informed decisions, build stability, and create opportunity for themselves and their families.

For 30 years, JumpStart has convened educators, researchers, policymakers, nonprofit organizations, financial services providers, and other leaders around a shared mission: advancing financial literacy for all. Our national network — including our State Coalitions — represents the most diverse and inclusive community in the country.

This toolkit is designed to help you amplify that collective impact throughout April. Inside, you'll find messaging guidance, weekly themes, social media copy, email templates, partnership language, and media outreach support to make participation simple and powerful.

When we are connected by purpose, we are driven to impact!

Thank you for your commitment and ongoing support.

With appreciation,

Laura Levine

President and CEO

JumpStart Coalition for Personal Financial Literacy





**Financial Literacy Month is a national effort to raise awareness about the importance of financial literacy, the need for financial education, and the resources available to help individuals build strong financial foundations.**

**Why it matters:**



- Financial literacy supports informed decision-making
  - Financial education improves long-term financial behaviors
    - Early exposure changes life trajectories
    - Financial capability strengthens communities
- April is more than awareness — it is activation.**



# WEEK 1: WHY FINANCIAL LITERACY MATTERS

*Focus: Awareness and Urgency*

## Sample LinkedIn Post:

April is Financial Literacy Month. Financial education equips learners with the knowledge and confidence to make informed financial decisions. Strong financial foundations lead to stronger futures.

## Sample X Post:

Financial literacy is foundational to long-term financial well-being. This #FinancialLiteracyMonth, we're proud to support financial education nationwide.

## Newsletter Insert:

Financial literacy empowers individuals to make informed decisions, avoid costly mistakes, and build secure futures. Join us in recognizing Financial Literacy Month this April.

**Note:** Please feel free to use these messages on the platforms you feel serve your audience best.



# General Financial Literacy Awareness Message Prompts

1. Financial education equips learners with the knowledge to make informed decisions and build secure futures.
2. Strong financial foundations strengthen families and communities.
3. Financial literacy is not a luxury; it's a life skill.
4. When individuals understand money, they gain confidence and control.
5. Financial well-being starts with education.
6. Empowered financial decisions begin with informed learning.
7. Knowledge today builds stability tomorrow.
8. Financial education creates opportunity.
9. Investing in financial literacy is investing in long-term economic mobility.

Please note: These are prompts. Please feel free to use these prompts to help you create messaging about the importance of financial education. We hope that you will use them as they are, or adapt them as you see fit

# Education-Focused Messages

1. Classrooms that teach personal finance prepare students for real-world success.
2. Educators play a critical role in shaping financially capable generations.
3. Access to high-quality financial education resources makes a difference.
4. Financial literacy supports informed budgeting, saving, and responsible credit use.
5. Early financial education can change life trajectories.
6. Financial knowledge helps learners avoid costly mistakes.
7. Financial education builds confidence that lasts a lifetime.
8. Teaching financial literacy today strengthens tomorrow's workforce.

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# Community Impact Prompts

1. Financially informed communities are stronger communities.
2. Financial education reduces barriers and expands opportunity.
3. Economic resilience begins with financial literacy.
4. When people understand money, communities thrive.
5. Financial literacy supports long-term financial stability for families.
6. Strong financial habits start with strong education.
7. Financial learning is a community investment.

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## Partnership-Forward Messages

1. As a Jump\$tart partner/affiliate, we are proud to advance financial literacy nationwide through our collaborative efforts.
2. Through collaboration with Jump\$tart, we support access to trusted financial literacy resources.
3. Partnership strengthens impact. Together, we expand financial education access.
4. Jump\$tart's national network of partners and affiliates amplifies financial literacy efforts across communities.
5. Our partnership reflects our commitment to financial empowerment and education.
6. Collaboration accelerates financial capability.
7. Through partnership, we help build stronger financial futures.
8. Through our connection to a shared purpose, our collective impact drives meaningful financial education progress.



**For any questions, please contact Marissa Walsh at [marissa.walsh@jumpstart.org](mailto:marissa.walsh@jumpstart.org)**

**The Jump\$tart team is looking forward to a fun, productive, and impactful Financial Literacy Month! We are grateful for your commitment and support. Be sure to tag us in your posts.**

