

Jump\$tart Coalition National Partner Benefits



Jump\$tart National Partner organizations have the opportunity to be part of a larger movement to advance financial literacy, especially among our nation's youth. Jump\$tart offers its Partners opportunities to reach target audiences, to network with leaders in the field, to support financial educators and financial education, and contribute to the national dialogue.

- Jump\$tart communications vehicles showcase the good work of our Partners. An annual feature article in the weekly [Financial Fridays e-newsletter](#); announcements in the newsletter's *Frontline News You Can Use*; listing on [Jump\\$tart's website](#) with a link back to their own sites; and proactive interaction on social media.
- While the [Jump\\$tart Clearinghouse](#) includes resources from non-Partners, our own Partners get special visibility in the "Featured" box on the homepage, in view of approximately 80,000 unique users each year.
- To celebrate Financial Literacy Month, representatives of Partner organizations are invited to the Annual Partners Meeting and Awards Luncheon each April, to socialize and celebrate achievements in the field. The meeting features topical presentations and an opportunity to distribute materials during the event.
- Jump\$tart Partners are offered a free table-top exhibit at the annual [Financial Literacy Day on Capitol Hill](#) (Hill Day), hosted alternately in the House and Senate facilities. Hill Day connects Partners with members of Congress and their staff, and the exhibit fair environment promotes networking among the exhibitors themselves.
- The [Jump\\$tart National Educator Conference](#) is a platform for our Partners, who often serve as exhibitors, presenters, and scholarship sponsors. Exhibitor fees are discounted for our Partners and our conference-related social media activity extends Partners' visibility beyond the onsite event.
- [Jump\\$tart Financial Foundations for Educators](#) is a standardized model for comprehensive content-based professional development for teachers, licensed to qualified Partners at no cost to them. J\$FFE Online, a free distance learning program based on the J\$FFE Model, includes links to many Partner resources.
- Jump\$tart undertakes a variety of initiatives to advance financial literacy on behalf of its Partners:
 - As the original promoter of **April as Financial Literacy Month**, Jump\$tart uses the month to raise awareness about an issue that is important to our Partners.
 - The [Check Your School](#) campaign works to grow financial education in classrooms across the country; creating demand for the programs and resources offered by our Partners.
 - The [National Standards in K-12 Personal Finance Education](#) establishes a common framework on which many Partner programs and resources are based.
 - Jump\$tart represents its Partners at meetings and events, in the media and in presentations, and throughout our nationwide [state coalition network](#).
 - Jump\$tart provides a safe and trusted space for organizations and individuals committed to financial literacy to build connections and collaborate at the national, regional, and statewide levels.
- [Variny Yim](#), Jump\$tart's Director of Partner and Affiliate Relations, serves as the primary point of contact for representatives of our Partner organizations. [Anthony Padgett](#), Director of Development and Partner Relations, works with prospective partners and donors. [Jump\\$tart's entire team](#) is available to provide assistance and answer questions.