

EVERFI®

from Blackbaud



# K-12 Sponsorship Toolkit

Engage. Educate. Inspire.



## An unmatched opportunity to engage, educate, and inspire students in a trusted, distraction-free classroom setting.

At EVERFI, we are on a mission to deliver life-changing financial education to students nationwide in partnership with America's leading brands. Our award-winning courses have empowered more than 23 million students.

Beyond this, EVERFI can help your organization:

- Drive meaningful brand awareness and engagement
- Facilitate meaningful connections between your employees and young people
- Cultivate relationships with the next generation
- Fulfill regulatory requirements (e.g. Community Reinvestment Act)

*Learn why hundreds of forward-thinking companies and organizations across industries trust EVERFI to deliver critical education to K-12 students on their behalf.*

## **Trust at the Core**

Leading brands consistently choose EVERFI to help them reach new audiences to increase brand awareness, build trust, fulfill regulatory requirements, and make a lasting impact on students. We've earned the trust of an unmatched network of 23,000 K-12 schools and 7,000 school districts that rely on us—and you—to support their students' financial well-being.

Our team ensures compliance with state and local standards with careful attention to how to appropriately connect your brand with students.

## **Is Tapping into the Student Market on Your Radar?**

By partnering with EVERFI, your brand can create genuine connections with the next generation and leave a meaningful impact on the communities you serve. We simplify navigating public school systems, granting you access to engage effectively and build stronger brand trust and visibility.



# 23 Million+

student learners

have taken our K-12 courses

**How Data Is Validated**

Our app validates the results of each activity, assessment, quiz, and code written. The types of operations they perform depend on the needs of the data.

2) Check each scenario below.

- Data Type**  
This validation method checks to see if the data is the right type for the particular feature course.
- Data Formatting**  
Formatting is a part of data and is often required. In some cases, extra steps often need to be taken to format the data.
- Data Consistency**  
Consistency is the consistency of the data. It is often required to have the right data in the right place.

**Auto Insurance**

Use the compare button to review the features of each insurance policy. Select one insurance policy to continue.

**AKI's Details** Compare

Age: 23  
Job: Freelance Marketing Writer  
Location: City

Car location: Street parking  
Car history: No accidents, two speeding tickets  
Car type: Older SUV with limited safety features

Monthly Budget: \$1,200.00  
Total Spent: \$0.00

Select one insurance policy to continue.\*

- Medium cost auto insurance \$212
- Highest cost premium auto insurance \$300
- Lowest cost auto insurance coverage \$140

**Benito's Lunch**

**Khadija's Lunch**  
Make sure she has a balanced lunch!

Protein   
Dairy  
Vegetables  
Fruit  
Grain

Select one item from each friend's food to split with Khadija.

- Picadillo with rice  
A dish made from beef, tomatoes, olives, and raisins
- Fried plantains  
Plantains are a fruit that look similar to bananas
- Yogurt parfait  
Yogurt (fermented milk) layered with
- Nacho chips  
Corn tortilla chips seasoned and flavored



## EVERFI's Unmatched K-12 Network

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**750,000**

teachers in our network

**1 in 4**

schools in the  
US use EVERFI courses

**5.9M**

students reached in 2023-24

**7,000**

school districts  
use our learning platform

**23,000**

active K-12 schools

**42%**

low- to moderate-income  
(LMI) schools

## Proven Efficacy

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EVERFI's courses are proven to increase student knowledge and positively change students' attitudes and behaviors. Findings from a two-year study of the efficacy of financial education on middle school students by the University of Massachusetts Donahue Institute (UMDI) affirm significant knowledge gain in the subject matter. Researchers also found significant and consistent gains in financial knowledge for all students, regardless of demographics including race, age, gender, school year, and socio-economic status. Additionally, EVERFI courses have earned multiple Every Student Succeeds Act (ESSA) evidence badges demonstrating promising evidence that the material has a positive impact on students.

## K-12 School Sponsorship: Core Elements

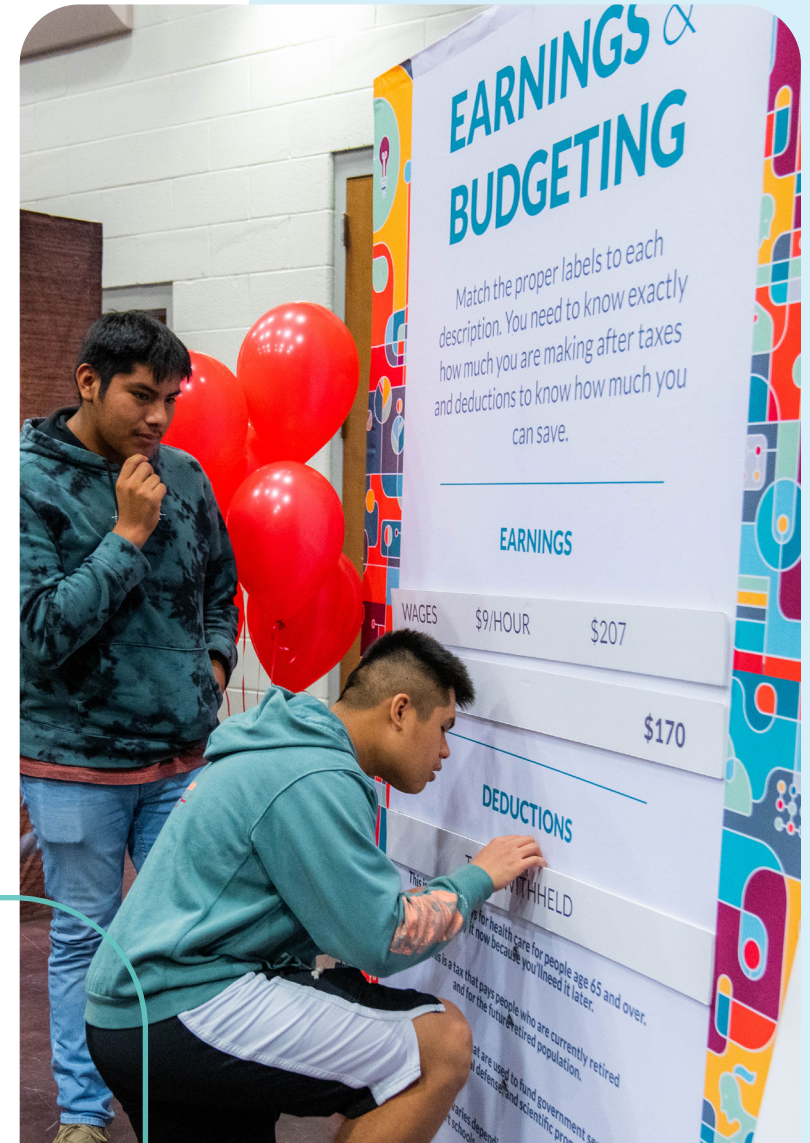
Whether you are focused on building brand affinity and acquiring new customers, or finding unique volunteer and mentorship opportunities for your employees, EVERFI's sponsorship model is positioned to support your unique business goals, while also providing life-changing educational experiences for students. We will create a unique package that aligns to your goals, pulling from the components below:

School Reach and Course Activation

Employee Engagement

Branding Opportunities

Reporting and Impact Storytelling Capabilities



# School Sponsorship Components

Make a meaningful impact thoughtfully and responsibly with these essential methods:

## Course Activation

EVERFI's on-the-ground activation team is equipped to implement courses in target schools on your behalf. Let us do the heavy lifting!

## Logo Placement

Your logo, front and center on every page of student educational content and in the teacher dashboard.

## Course Certificate

Highlight students' achievements with a branded certificate of completion that students take home to their family.

## Annual Impact Report

Report on previous school year and includes data related to reach, knowledge, and where applicable, insights from surveys. When applicable, report may include updates on marketing/communication activity and volunteer engagement events.

## Marketing Resource Hub Access

Access to marketing hub with self-service marketing and communications templates and resources to help amplify your program.



YOUR LOGO HERE

WELCOME

### Ellie's Choice

Great news! My parents have finally agreed to help me open a savings account! I chose a traditional savings account so I can access money for a dog adoption fee and build up some emergency funds. With my current income and expenses, I can save about \$500 a month. Let's find out how much interest I can make with my savings account.

Enter Ellie's monthly deposit amount. Move the sliders for interest and time to find out how much interest can be earned.

If Ellie deposits \$500 a month, how much interest can she make in one year with an interest rate of 2%?

Select a response to continue.

Monthly Deposit: \*

\$

The field marked with \* is required.

Interest Rate:

Time Period (Years):

0 1 10

0 100.00 200.01 300.02

Submit

## Maximize Classroom Engagement with Tailored Brand Integrations

Build brand awareness, brand affinity, and trust while making a life-changing educational impact on students. Stay ahead of the competition by owning the school channel.

Your brand, front and center in the classroom

Effective engagement that is legal, compliant, and ethical

Unlock a new avenue to customer acquisition



**49 minutes**

average session duration on  
your branded course



**18% click through rate**

on custom moments that link  
to your microsite or other offer



**5.9M students**

in our network



# Brand Engagement Components

Forward-thinking marketers know that the customer acquisition journey requires a multi-channel approach. EVERFI can help you unlock the schools channel to deepen brand awareness and engagement among the youth demographic. EVERFI's learning platform is specifically designed for brand impressions, allowing you to speak directly to students in a trusted classroom setting. Brand engagement deliverables that will be a part of your subscription could include some of the following:

## Standard Deliverables

### + Intro Video

Introduce students to your brand, your mission, and your commitment to empowering students with the skills for financial security and well-being.

### + Welcome and/or Exit Message

Bookend the course content with custom messages that highlight your values as well as any engagement opportunities for students post-course.

### + Custom Resources

Provide custom-branded resources to teachers that enable them to effectively deliver the course content to students.

### + Co-Branded Lesson Plans/Student Activities

Attach your logo to existing course resources that enhance the learning experience.

## Enhanced Deliverables\*

### + Interstitials/Pop-ups

Insert custom messages between activities within the course to direct students to relevant resources.

### + In-Platform Notifications

Communicate with teachers and promote opportunities for student engagement, including contests and scholarships.

### + Educator Outreach

Our K-12 Activation team will introduce educators to your brand via emails, trainings, webinars, and other engagements.

### + Customer Toolkit

Speak directly to the communities you serve about your commitment to financial education. EVERFI will provide you with email copy, social media tiles, graphics, banners, and more!

### + Student Opportunities

Provide opportunities to award scholarships for students or help them take advantage of internships, mentorships, or other youth engagement programs offered by your organization.

*\*Dependent on partnership scope*

# The Benefits of Authentic Volunteer Engagement

**Authentic Experiences** - Bring the digital courses to life for teachers and students and help cement the material via in-person and virtual events.

**Employee Engagement** - Employee volunteering is a major driver of job satisfaction. A 2023 Gallup survey found that companies with highly engaged employees have 30% less turnover, 18% higher sales, and 23% higher profitability.

**Compliance** - EVERFI's platform makes it easy to source local volunteering opportunities and aggregate data to satisfy regulatory requirements like the Community Reinvestment Act (CRA).

## Employee Engagement Options

*EVERFI will provide you with a custom package based on the number of schools you sponsor and your volunteering goals.*

### + Classroom Connect

Through the EVERFI platform, teachers can request connection to a corporate sponsor to discuss virtual or in-person volunteering opportunities in the classroom, allowing you to easily match local employees to volunteer opportunities in every market.

### + Volunteer Training

Volunteer toolkits make it easy for your employees to make an impact in the classroom with minimal preparation. Leave the run of show, activities, and talking points to us!



# Premium Marketing Services

Available at the 100+ school sponsorship level

Elevate your commitment with opportunities to prominently showcase your brand and impact in the communities you support, through a tailored annual strategy and plan designed to achieve your specific objectives. Based on your partnership package and customized plan, components could include some of the following:



- + **Program Identity, Messaging, and Impact Storytelling Assets**

Leverage bespoke assets across the audiences and channels that matter most to you

- + **Annual School Events**

In-person or virtual opportunities that offer engagement with students and educators

- + **Video Creation**

Provide a dynamic overview of your program and impact

- + **Digital Marketing**

Campaign assets that are ready to share across your channels

- + **Web Assets, Landing Page, or Microsite**

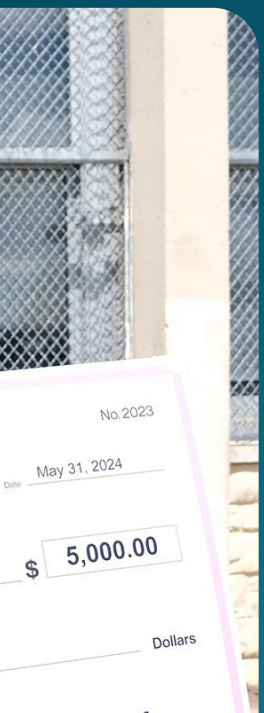
Enable strong web presence and engagement with your brand

- + **Scholarship or Other Contest**

Drive deeper engagement within sponsored markets and generate compelling human-interest stories

- + **Brand Positioning and Thought Leadership Opportunities**

Speaking opportunities, webinars, and blog posts



To learn more, please contact:

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