



# Back-to-School Marketing Kit

For Partner Outreach to Schools and Teachers



Use this kit in July and August to introduce teachers to the free financial literacy resources you offer through Banzai. This is the ideal time to get on their radar as they plan lessons, schedule presentations, and attend professional development sessions.

# Get to Know Your Back-to-School Assets

Did you know you have access to a set of flyers, trifold, and rack cards for each of the Banzai courses? Each one is designed to help you let educators in your area know about the resources you offer them by giving them an in-depth look at the topics they teach.



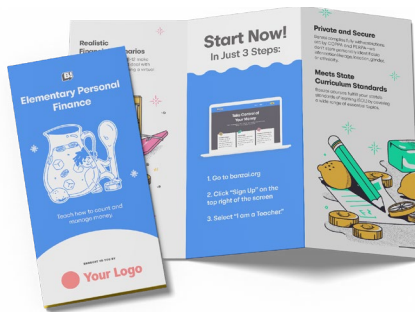
## Course Trifold

**Use Case:** General teacher outreach when you want to introduce all Banzai courses at once.

### PRO TIP

Pair with the Full Course List Flyer to give teachers a deeper look into the Banzai Resources.

[Course Trifold Link](#)



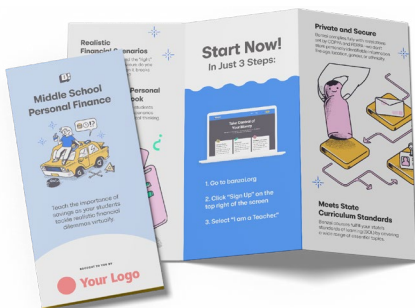
## Elementary Personal Finance Course Trifold

**Use Case:** Grades 3–6 teachers and youth program leaders.

### PRO TIP

Emphasize the fun, game-based learning in the Elementary Personal Finance course.

[Elementary Personal Finance Course Trifold Link](#)



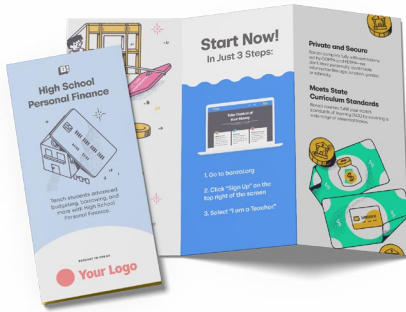
## Middle School Personal Finance Course Trifold

**Use Case:** Grades 6–8 educators.

### PRO TIP

Highlight budgeting, credit card, and checking account practice.

[Middle School Personal Finance Course Trifold Link](#)



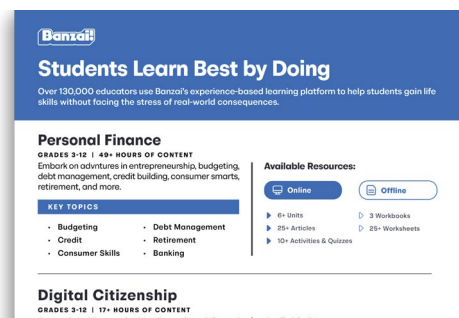
## High School Personal Finance Course Trifold

**Use Case:** Grades 9–12 educators and guidance counselors.

### PRO TIP

Talk about the real-world scenarios and financial setbacks taught in High School Personal Finance.

[High School Personal Finance Course Trifold Link](#)



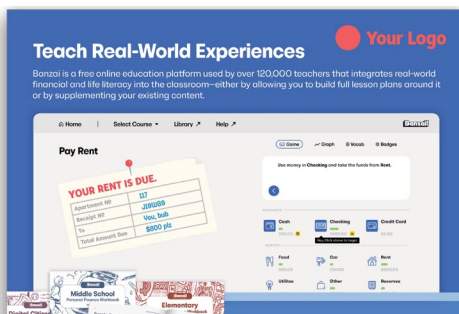
## Full Course Flyer

**Use Case:** Teachers looking for a deeper dive into all available courses.

### PRO TIP

Attach as a PDF to digital outreach campaigns such as emails or newsletters

[Full Course Flyer Link](#)



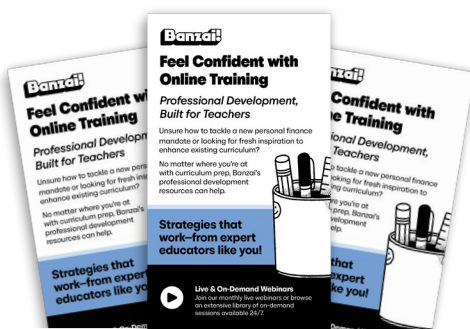
## Teach Outreach Flyer

**Use Case:** Grades 3–6 teachers and youth program leaders.

### PRO TIP

Point out the number of ready-to-use resources.

[Teach Outreach Flyer Link](#)



## Professional Development Rack Card

**Use Case:** Show teachers that you're invested in supporting them and their class.

### PRO TIP

Mention that sessions are free, timely, and eligible for credit hours.

[Professional Development Rack Card Link](#)

# Distribution Tips for Back-to-School Season

There are a number of opportunities for you to spread the word about Banzai with the schools you sponsor.

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## In-Person Outreach Ideas (June–August)

**School Planning Days** – Many schools host planning days in the summer to prepare for the year. Reach out to administrators early to see if you can set up a table, share handouts, or present a short overview of the program.

**Admin Meetings** – District and school leaders often meet before the year begins. Ask to be added to the agenda so you can introduce the program and explain how it benefits teachers and students.

**Local Back-to-School Events** – Look for fairs, community nights, or supply drives hosted by schools or local organizations. These events are great places to hand out flyers, swag, or QR codes linking to your program.

**Professional Development Days/Seminars** – Teachers attend PD days before classes start. Offer to sponsor snacks, provide resources, or lead a breakout session that highlights the free classroom tools you're providing.

**Back-to-School Nights** – These events draw both parents and students. With administrator approval, you can set up a booth, distribute flyers, or give a short presentation to families about how they can benefit from your program.

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## Digital Outreach (July–August)

**Email Teachers** – Use the teacher lists you've built from past years or request a contact list from schools. A friendly email reminder can help educators plan your program into their curriculum.

**Social Media** – Post about the program on your channels and tag local schools, districts, or educators. Share ready-made graphics and posts from the partner toolkit to make promotion simple.

**Follow-Up** – After initial contact, follow up with teachers via email or social media. Keep messages short and helpful—remind them the program is free, easy to use, and designed to fit into their classroom plans.

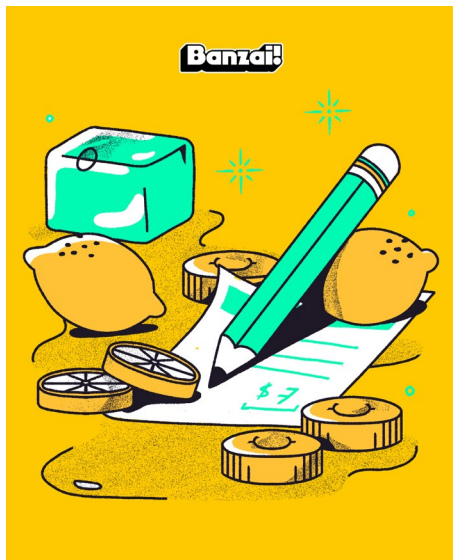
# Social Media Marketing Assets

Some platforms don't allow clickable links in captions. If that's the case, add your resource links (flyers, course overviews, or links to your website's Banzai overview page) to your bio instead.

Note: Tools like Linktree make it easy to share multiple links in one place.

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## Post 1: General Teacher Outreach



### Back-to-school prep just got easier!

We're proud to sponsor free financial literacy resources for your classroom through Banzai. From ready-to-use activities to full online courses, everything is standards-aligned and designed to fit seamlessly into your plans.

Explore all courses with the overview link in our bio.

[Course Trifold Link](#)

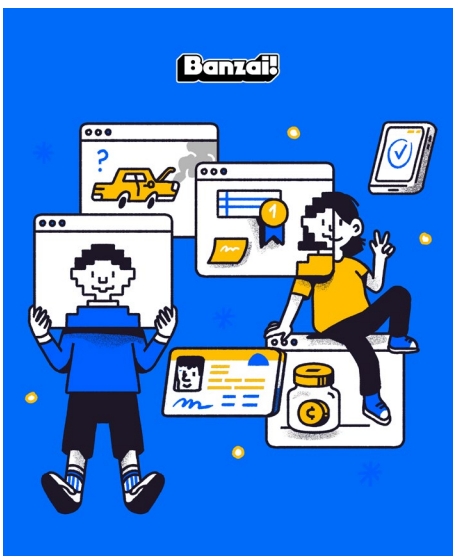
[Full Course Flyer Link](#)

[Sign Up Link](#)

Image and copy compatible with:



## Post 2: Elementary Teacher Focus:



### Teaching students personal finance? Make money skills fun and engaging for your students this school year.

Through our sponsorship, you get free access to Banzai's financial and life literacy skills courses—packed with games and activities you students will love.

Sign up for your free teacher account with the link in our bio.

[Course Trifold Link](#)

[Full Course Flyer Link](#)

[Sign Up Link](#)

Image and copy compatible with:



# Making Contact

Start with an email to introduce the program, then follow up with a call, in-person meeting, or in-classroom discussion.

You'll find additional editable email templates in the Banzai Manager to help with that crucial first outreach step.

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## Sample Email Templates

### 1. Initial Back-to-School Introduction

**Subject: Free Classroom Resources for the New School Year**

Hi [Teacher Name],

I'm [Your Name] from [Your Bank/Credit Union], your school's financial literacy sponsor.

To support your back-to-school planning, we've partnered with Banzai, an award-winning online platform, to bring free, interactive financial literacy courses and resources directly to your classroom—sponsored entirely by us.

These resources include grade-specific courses, printable materials, and ready-to-use classroom activities. Everything is standards-aligned and designed to help your students build real-world money skills—all thanks to our sponsorship.

I'd be happy to stop by with printed materials and show you how simple it is to get started before school begins.

Best,

[Your Name], [Your Title]

[Your Contact Information]

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### 2. Follow-Up After Meeting

**Subject: Full List of Free Financial Literacy Courses**

Hi [Teacher Name],

It was great meeting you to talk about the Banzai program. As promised, I'm sending over the Full Course List Flyer so you can see every course available for your students this school year—at no cost.

#### **Course Flyer PDF**

If you'd like help getting set up before your first day back, it only takes a few minutes.

Best,

[Your Name]

### 3. Professional Development Invite

**Prior to the start of school (May-July):**

**Subject: Free Teacher PD: Get Credit Hours Before School Starts**

Hi [Teacher Name],

Along with free classroom resources, our sponsored Banzai program includes free professional development webinars for educators—offered year-round, but perfect for summer prep. Banzai offers at least two new sessions each month on timely topics in finance and education. Many sessions qualify for PD credit hours.

You can see past sessions [here](#).

If you'd like, we also offer free in-classroom presentations to help you introduce Banzai to your students this fall.

Best,  
[Your Name]

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### 2. After the start of school (August-May):

**Subject: Free Teacher PD: Get Credit Hours**

Hi [Teacher Name],

Along with free classroom resources, our sponsored Banzai program includes free professional development webinars for educators. Banzai offers at least two new sessions each month on timely topics in finance and education. Many sessions qualify for PD credit hours.

You can see past sessions [here](#).

If you'd like, we also offer free in-classroom presentations to help you introduce Banzai to your students this school year.

Best,  
[Your Name]





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