



# Financial Literacy

## Marketing Kit





# BEFORE YOU GET STARTED

## Do you know your subdomain?

The first portion of the URL you share must include your subdomain; otherwise, the link may redirect users to another partner's Wellness Center. See below:

[YOUR DOMAIN].banzai.org/wellness/

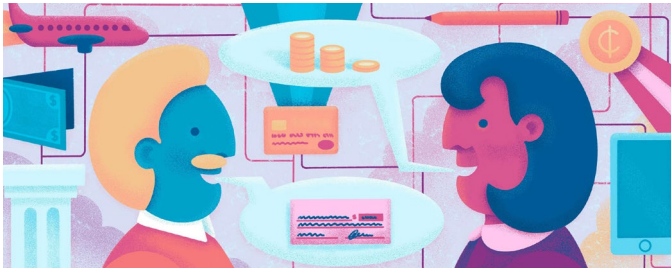


If you're unsure about your subdomain, you can find it in two ways:

1. Check your subdomain in the details on your Banzai Manager's profile page. Navigate to the Manager, select 'Home' in the left-screen menu, and click 'Profile.'
2. Contact your Banzai representative for assistance if you can't find it in the Manager.

# Marketing Kit Overview

Create a powerful and focused marketing campaign to promote the content in your Wellness Center. Banzai's marketing kits contain everything you need—including assets, hashtags, and copy—for easy and hassle-free marketing.



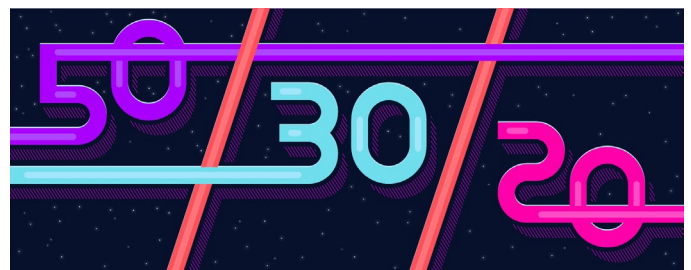
[Article: What is Financial Literacy?](#)



[Coach: Financial Wellness Assessment](#)



[Coach: Create a Budget](#)



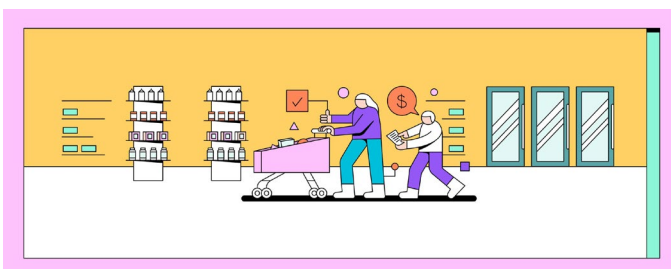
[Article: 50/30/20 Rule](#)



[Coach: How To Manage Your Debt](#)



[Calculator: Budgeting](#)



[Article: Teach Financial Literacy at Home](#)



[Coach: How Do I Build Credit?](#)

# Social Media

Build brand recognition by posting consistent, high-quality content to social media—without spending hours creating content and writing captions. This kit includes hashtags, captions, and customized images for Facebook, Instagram, and Twitter.

## INSTRUCTIONS

1. Click “download” on the platform image
2. Copy and paste the provided caption and hashtags
3. Recommended: link to the correlating Wellness Center resource  
(Ex: [YOURDOMAIN.banzai.org/RESOURCENAME](#))
  - a. **ON FACEBOOK:** paste the URL in a post
  - b. **ON TWITTER:** paste the URL in a tweet or post a Bitly link if the URL is too long
  - c. **ON INSTAGRAM:** post the URL in your bio or use a link-in-bio resource to post multiple links

### Posting Frequency

- For a shorter campaign: post daily
- For a longer campaign: post every 2-3 days
- Vary your posting times to see what results in the best audience engagement

### Social Media Post #1 - [What is Financial Literacy?](#)



PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Financial literacy is key to building financial security. Learn more with this article on our site.
Twitter (X)	<a href="#">Download</a>	Learn everything you need to about financial literacy from this Banzai article on our website.
Instagram	<a href="#">Download</a>	A good financial plan doesn't have to be complicated. Learn how to shape up your finances by starting with one important question: What is financial literacy? Read this article to learn more.

#### HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #MONEYMATTERS #FINANCIALGOALS #BUDGETING #LEARNHOWTOBUDGET  
#FINANCIALLITERACYMONTH

### Social Media Post #2 - [Financial Wellness Assessment](#)



PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Reach your goals—take our Financial Wellness Assessment today!
Twitter (X)	<a href="#">Download</a>	Take our Financial Wellness Assessment and discover how you can take back control of your money..
Instagram	<a href="#">Download</a>	Curious about your own financial well-being? Find out what healthy—and not so healthy—habits you have when it comes to money with this Financial Wellness Assessment on our site.

#### HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #MONEYMATTERS #FINANCIALGOALS #BUDGETING #LEARNHOWTOBUDGET  
#FINANCIALLITERACYMONTH

### Social Media Post #3 - [Create a Budget Coach](#)



PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Are you tired of struggling to manage your finances? The Banzai Coach, Create a Budget, is here to help you reach your financial goals!
Twitter (X)	<a href="#">Download</a>	Stop living paycheck to paycheck and start feeling financially stable! The Create a Budget Coach on our website will guide you through creating a personalized budget that works for you.
Instagram	<a href="#">Download</a>	Ready to make some serious progress with your finances? This Create a Budget Coach on our website is designed to help you identify and eliminate bad spending habits.

#### HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #MONEYMATTERS #FINANCIALPLANNING #BUDGETINGTIPS #BUDGETINGMADEEASY  
#PERSONALFINANCE #BUDGETINGCOACH #FINANCIALLITERACYMONTH

### Social Media Post #4 - [50/30/20 Rule](#)



PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Are you struggling to create a budget that works for you? Check out this article on our website: <a href="#">50/30/20 Rule</a> .
Twitter (X)	<a href="#">Download</a>	Whether you're saving for a big purchase, paying off debt, or just looking to get your finances in order, the "50/30/20 Rule" article on our website is a great place to start.
Instagram	<a href="#">Download</a>	The 50/30/20 rule is a popular budgeting method that can help you manage your money more effectively. Learn more by reading the <a href="#">50/30/20 Rule</a> article on our website.

#### HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #503020RULE #FINANCIALPLANNING #BUDGETINGSTRATEGY #BUDGETINGMADEEASY #PERSONALFINANCE" #LEARNHOWTOBUDGET #FINANCIALLITERACYMONTH

### Social Media Post #5 - [How to Manage Your Debt Strategies & Tools](#)

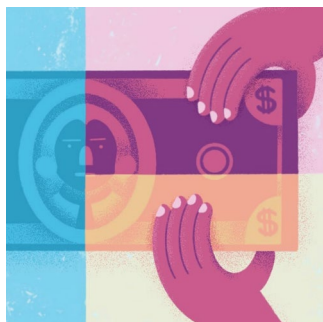


PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Feeling overwhelmed by debt? The Banzai article, "How To Manage Your Debt: Strategies & Tools," on our site can help!
Twitter (X)	<a href="#">Download</a>	Take the first step towards financial freedom with this Banzai article, "How To Manage Your Debt: Strategies & Tools" on our site
Instagram	<a href="#">Download</a>	Don't let debt hold you back any longer—read "How to Manage Your Debt: Strategies & Tools" on our website now.

#### HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #PERSONALFINANCE #FINANCIALSUCCESS #FINANCIALFREEDOM #DEBTRELIEF #FINANCIALPLANNING #MONEYMANAGEMENT #FINANCIALLITERACYMONTH

### Social Media Post #6 - [Budget Calculator](#)



PLATFORM	IMAGE	CAPTION
Facebook	<a href="#">Download</a>	Trying to create a budget on your own can be exhausting. Let us help with this budget calculator on our site.
Twitter (X)	<a href="#">Download</a>	Are you curious about how much you could be saving each month? Use this budget calculator on our website to find out!
Instagram	<a href="#">Download</a>	This budget calculator on our website makes it easy to see where your money is going and how you can adjust your spending to meet your goals. Try it out today




#### HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #PERSONALFINANCE #FINANCIALPLANNING #FINANCIALFREEDOM #BUDGETINGTIPS #MONEYMANAGEMENT #FINANCIALLITERACYMONTH #BUDGETINGCALCULATOR



## Social Media Post #7 - [Teach Financial Literacy at Home](#)

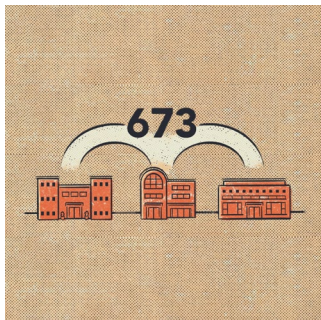





PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	Give your kids a head start in life by teaching them financial literacy at home with the help of this article on our website titled, "Teach Financial Literacy at Home."
 Twitter (X)	<a href="#">Download</a>	Want to help your kids build a strong financial foundation before they even leave home? Read, "Teach Financial Literacy at Home" to find out how
 Instagram	<a href="#">Download</a>	"Teach Financial Literacy at Home," is an article on our site that provides practical tips and resources for parents or teachers looking to instill good money habits in kids

### HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #TEACHKIDSABOUTMONEY #FUTUREFINANCE #FINANCIALPLANNING #FINANCIALEDUCATION  
#FINANCIALLITERACYMONTH

## Social Media Post #8 - [How Do I Build Credit?](#)



PLATFORM	IMAGE	CAPTION
 Facebook	<a href="#">Download</a>	The "How Do I Build Credit? Coach" on our site is the perfect solution if you feel lost when it comes to building credit.
 Twitter (X)	<a href="#">Download</a>	Do you want to know how you can build up your credit? This "How Do I Build Credit? Coach" on our site is just the thing for you.
 Instagram	<a href="#">Download</a>	Learn how you can start building your credit, today, with this Banzai Coach on our website titled, "How Do I Build Credit? Coach."

### HASHTAGS

#TEACHBANZAI #FINANCIALLITERACY #CREDITREPAIR #CREDITBUILDINGCOACH #PERSONALFINANCE #FINANCIALSUCCESS  
#FINANCIALFREEDOM #FINANCIALLITERACYMONTH

# Email Templates

This informational email template showcases the content you offer your community through your Banzai sponsorship. Copy and paste the provided email template, add images, and hit Send.

## INSTRUCTIONS

1. Copy the text into your preferred email marketing platform
2. Download any images you want to use from the social media links above and place them in the email
3. Format the email as desired
4. Ensure that all links lead to the resource on your branded site:  
(Ex: [YOURDOMAIN.banzai.org/RESOURCENAME](https://YOURDOMAIN.banzai.org/RESOURCENAME))

## Sample Email Template

**SUBJECT LINE:** How to teach financial literacy in the home

**BODY TEXT:**

Teaching your family to be financially literate is as simple as involving them in everyday financial decisions. [[YOUR ORGANIZATION NAME](#)] has resources that make it easy to start integrating financial literacy discussions in the home while educating your loved ones on basic money management.



### What is Financial Literacy?

This Banzai article gives you tips on how to broaden your perspective when it comes to building a financially stable future. It also provides a budgeting calculator to show how much of your money should be put towards necessities, wants, and savings. Read it [here](#).



### Financial Wellness Assessment

The Financial Wellness Assessment addresses your individual financial decisions—spending, budgeting, and saving habits—before giving you recommendations on where you can improve and how to get started. Try it out [here](#).



### Teach Financial Literacy at Home

Looking for ways to teach your kids how to be mindful of finances? This Banzai article will show you lots of entertaining ways to teach finances in you home. Read it [here](#).

Visit [[YOUR DOMAIN](#)].[banzai.org](#)] to check out our huge library of articles, calculators, and Coach sessions designed to help you with all of your financial questions.





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