

## Jump\$Start Coalition National Partner Benefits



Jump\$Start National Partner organizations have the opportunity to be part of a larger movement to advance financial literacy, especially among our nation's youth. Jump\$Start 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\$Start 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 "Friday Five," listing on [Jump\\$Start's website](#) with a link back to their own sites, an opportunity to share their activities and events on our website calendar, as well as proactive interaction on social media.
- While the [Jump\\$Start Clearinghouse](#) includes resources from non-Partners, our own Partners get special visibility in the "Featured" box on the homepage, in view of approximately 40,000 unique users each year.
- To celebrate Financial Literacy Month, representatives of Partner organizations are invited to the Annual Awards Dinner and Partners Meeting 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\$Start Partners are offered a free table-top exhibit at the annual [Financial Literacy Day on Capitol Hill](#), hosted alternately in the House and Senate facilities. Hill Day connects Partners with members of Congress and their staffs, and the exhibit fair environment promotes networking among the exhibitors themselves.
- The [Jump\\$Start National Educator Conference](#) is a platform for our Partners, who often serve as exhibitors, presenters, and scholarship sponsors. Exhibitor fees are discounted for our own Partners and our conference-related social media activity extends Partners' visibility beyond the onsite event.
- [Jump\\$Start 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\$Start 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\$Start 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\$Start represents its Partners at meetings and events, in the media and in presentations, and throughout our nationwide state coalition network.
  - Jump\$Start 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\$Start's Director of Partner and Affiliate Relations serves as the primary point of contact for representatives of our Partner organizations; however, [Jump\\$Start's entire team](#) is available to provide assistance and answer questions.