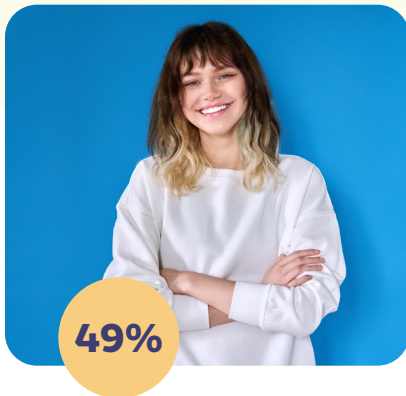


# Brand Partner Guide for Marketing Success: Building Awareness, Affinity, and Trust with the Next Generation of Customers



49% of U.S. teens aged 13–17 have a bank account



84% of young adults have a bank account by age 25



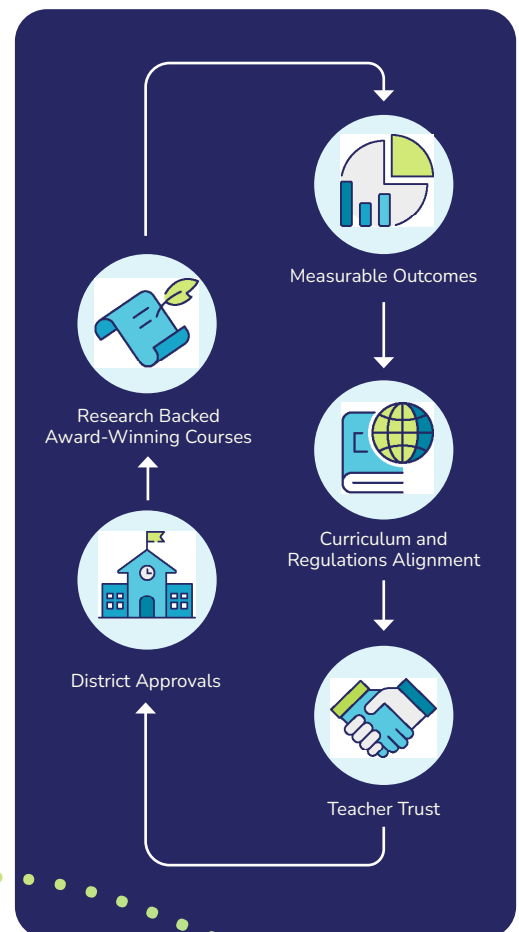
72% of Gen Z have a checking account, and 57% have a savings account

## Tap into the Student Market to Drive Brand Awareness and Engagement

Reaching students in a school environment, free from outside distractions and misinformation, is crucial. By delivering critical education directly to students, Everfi puts your brand front and center in the classroom.

Trusted by 21,000+ schools and 3 in 5 school districts, our team ensures compliance with state and local standards with careful attention on how to appropriately connect your brand with students.

By removing the red tape of public school bureaucracy through effective engagement that is legal, compliant, and ethical, you have an entirely new way to reach the next generation of customers.



## Showcase Your Brand

Partnering with Everfi helps your brand connect with the next generation and positively impact communities. We streamline access to public schools, enhancing your brand visibility, perception, and engagement.



**Average of 49 minutes** of logo visibility with students during your branded course



**18% click-through rate** on custom moments that link to your microsite or other offer



**6.5 million students** in our network

## Configurable Branding Opportunities include:

**A personalized welcome and/or exit message** from your financial institution in the course(s).

**Your logo and additional branding** in a customized certificate of completion for students

**Promoting student opportunities** from your financial institution directly in the learning platform

## Provide Life-Changing Financial Education

Everfi's financial education courses are proven to increase student knowledge and positively impact students' attitudes and behaviors.

During the 2024-2025 unmatched , for Everfi's Financial Literacy course, there were:

**676,021**

Everfi Unique Active Students

**4,992,987**

Everfi Modules Completed

**1,664,997**

Everfi Hours of Learning

## Average Learning Gains by School Level

**20%**

**Elementary school topics** include responsible decision making, income and careers, budgeting

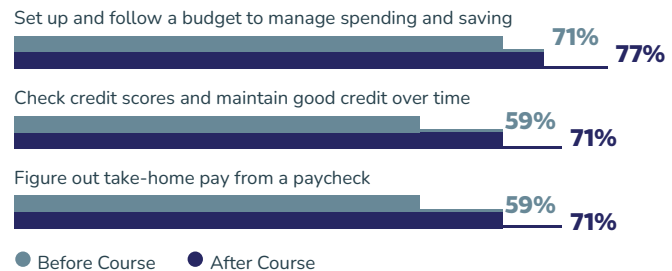
**25%–35%**

**Middle school topics** include financial values, goal setting, budgeting, savings, taxes, economics

**24%–51%**

**High school topics** include credit, debit, budgeting, investing, entrepreneurship, financial aid

## After taking Everfi Financial Literacy, share of students who are at least somewhat prepared to



## Create Authentic Employee Volunteer Opportunities

**87%** of respondents in a 2024 Deloitte Volunteerism Survey consider workplace volunteer opportunities important when deciding whether to stay with their current employer or pursue a new one.<sup>1</sup>

With Everfi's Classroom Connect™ tool, teachers can request guest speakers from your organization, creating meaningful opportunities for your employees to share their expertise while exposing students to diverse career paths.

## Everfi's Unmatched Reach

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

- 21,700 active K-12 schools
- 44,700 teachers
- 47% of active schools are low- to moderate-income
- 1 in 4 schools in the US use Everfi courses

1. <https://www.aseonline.org/News-Events/ASE-News/Press-Releases/deloitte-survey-highlights-the-value-of-workplace-volunteer-programs>