

Invest in a Co-branded MoneySKILL® Microsite

To enhance your commitment as a MoneySKILL Ambassador, you and your company may elect to develop a co-branded MoneySKILL microsite. To date, dozens of AFSA members have taken advantage of this opportunity. Below is an example of an AFSA member co-branded microsite.



In order to do this, a representative from the MoneySKILL technical team will work with you on the following process. The cost of this collaboration is \$1,500 for a basic page and includes both the English version of MoneySKILL as well as the Spanish. For more information, contact Rhonda Ashburn, rashburn@afsamail.org.

- Programming:
 - Custom branding/colors on landing and logout pages
 - Custom branding inside the curriculum
 - Custom images
 - Customized privacy policy statement
 - Custom URL

- Linkage to member homepage or other designated site (SEO enhancement)
- Setup of member account and custom modules

- Maintenance and upgrades are covered with future MoneySKILL curriculum enhancements.

- Ongoing hosting cost for server disk and bandwidth utilization.

The following is a list of required items the MoneySKILL technical team will need from your company:

- MoneySKILL module selection
- Company logo (jpg or png)
- PMS colors that match logo
- Landing page picture (jpg or png)
- Landing page disclaimer
- Logout page picture of chairman/president of company (jpg or png)
- Logout page quote from chairman/president of company
- Determine link (i.e. www.moneyskill.org/companyname)

“All AFSA member companies should consider offering MoneySKILL® on their websites – I personally think it’s a no brainer! It is a great educational tool for consumers and a terrific way for financial institutions to promote financial literacy among their customers.”

-Patty Covington, Partner, Hudson Cook, LLP
