Dear X,

The AFSA Education Foundation is an affiliate of the American Financial Services Association and was established in February 1990 as a non-profit organization that works to heighten consumers' awareness of personal financial responsibility. The foundation’s premier personal finance education offering is MoneySKILL®, a *free* online program that, to date has been accessed by over 880,000 users.

Our primary audience for this program has been educators (middle school, high school, college) but we are making a conscious effort to promote this valuable educational content to parents, employers, and the general consumer.

MoneySKILL is extremely comprehensive yet easily customizable. The program continues to evolve from a content and technology perspective, and now, each of its 37 modules are available in Spanish. Uniquely, MoneySKILL also offers an audio component (in both English and Spanish).

I believe very strongly in the MoneySKILL content and have become an ambassador for the program, which is why I am reaching out to you. I’d love to tell you more about the course and/or encourage you to visit [www.afsaef.org/MoneySKILL/Myth-Breakers](http://www.afsaef.org/MoneySKILL/Myth-Breakers).

Kind Regards,

John Doe

MoneySKILL Ambassador

[www.moneyskill.org](http://www.moneyskill.org)