

PREPARING FINANCIALLY FOR COLLEGE SEMINAR

SAMPLE EMAIL INVITATION



Subject line: Higher education costs continue to rise. Are you prepared?

Hello, [NAME] –

It's no secret that higher education costs continue to rise each year –in fact, in the last 20 years in-state public university tuition increased 175%¹.

While you may think you have no control, there are things you can do today to make managing higher education costs easier in the future.

Not sure where to begin?

Join us for an informational seminar – Preparing financially for college—on [insert date] at [insert time].

I'll share information on:

- How parents and students are funding college education
- Financial aid and grants
- Student loans
- Pros and cons of available funding vehicles ... and much more.

Register today! [Insert registration link or webinar link if using a webinar tool]

If you have any questions, please feel free to reach out to me directly.

[Your approved email signature]

¹ "20 years of tuition growth at national universities." U.S. News and World Report. September 13, 2022. <https://www.usnews.com/education/best-colleges/paying-for-college/articles/2017-09-20/see-20-years-of-tuition-growth-at-national-universities>

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