



PORTFOLIO SAMPLE

Budget Brainiacs Welcome Email

Welcome Email

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Resonate Copywriting

Subject: Welcome to Budget Brainiacs! Let's save you stress and help your kids save \$\$

Preview Text: Inside: Your roadmap for helping your kids game their way to financial literacy

Hi %%FIRSTNAME%%,

Congratulations! By signing up for *Budget Brainiacs*, you've taken an important step in setting your kids up for financial success.

With relatively few schools offering personal finance courses, it's more important than ever that students learn the basics of money management at home, *before* they head off into the real world.

And *Budget Brainiacs* is designed to help busy parents just like you ensure they do just that ... *without* adding more to your plate.

Budget Brainiacs is a unique learning Clubhouse that meets today's kids where they are: online.

Thanks to its growing collection of learning channels disguised as fun and games, your kids will learn all about money matters A to Z – from paying bills and establishing a budget to saving for a car and buying a house.

And for every video they watch, every game they master, every quiz they complete, they'll earn points ... which they can redeem in our online store for cool prizes.

They'll be so excited to redeem those points, they probably won't even notice they'll be getting safe, hands-on experience managing their points budget (see what we did there?).

The best part?

Because *Budget Brainiacs* is committed to making money matters fun – your kids will actually be motivated to log on and game their way to financial literacy.

Which means you'll have peace of mind – not another to-do on your list – knowing that behind all that entertainment is an education on smart money habits that will carry them into early adulthood and beyond.

You can [access your Budget Brainiacs portal here](#).

There's a lot to see in the Clubhouse, so to help your kids get the most out of their membership, here's a couple quick tips for getting started:

1. **Set up separate profiles for each child.** Your family plan comes with up to 4 member profiles included in your account, so no worries about sharing here! Simply click the "Add member profile" button in the top right of your portal and go through the interactive questionnaire with your child.

Then you'll be redirected to their brand-new member profile page, complete with recommended learning channels tailored to their current level.

2. **Complete your complimentary parent's profile.** Find this under the navigation menu at the top right of your screen. You'll have full oversight on what your kids are up to – including average time spent each week completing activities and what learning channels they're working through.

Don't have the time to log in every day and check on your children's activity? Simply sign up on your profile page for progress reports via email, at a frequency that works for you.

Our Clubhouse is jam-packed with resources and activities, and we're constantly working to add new content all the time.

So if you have any questions as you and your children start browsing around, feel free to reach out to our Customer Service team at [XXX-XXX-XXXX](tel:XXX-XXX-XXXX) any time between 9AM and 6PM EST, Monday through Friday.

You can also check out our [FAQs page](#) on our website.

Remember, you have the next 30 days to take our Clubhouse for a test drive. And if you do decide *Budget Brainiacs* isn't for you, give our Customer Service team a call for a 100% refund.

But I'm positive that the more your kids explore our Clubhouse, the more they'll love earning points and prizes (and secretly learning smart money habits).

And the more you'll love that peace of mind that comes from giving your kids the priceless gift of financial literacy.

To your children's financial success,

Sandy Franks
Membership Director

P.S. As a thank you for giving *Budget Brainiacs* a try, your children get **10% off** their first purchase in the Clubhouse. So let's get them off on the right foot and [unlock your portal](#) today.

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