



Gradifi SLP Plan™

Marketing Toolkit

Brought to you by:



Welcome to Gradifi

Congratulations on being a part of the solution to the student loan debt problem! We look forward to working with you to help your employees get out of debt faster.

This toolkit will provide you with everything you need to get your employees set up with Gradifi and announce your plan.

Toolkit enclosures

- Emails** – To be sent to your employees announcing your Student Loan Paydown (SLP) Plan
 - Initial email announcement
 - Reminder email
 - Recommended timing for announcement before launch
 - Media contact** – We will help create your press strategy to announce your new plan
 - Logos** – Gradifi logos that you can use where in your promotion of your SLP Plan. Logo files are attached separately as well.
 - Social media posts** – Sample posts to promote your plan on your social media accounts
 - Loan impact calculator** – link to our calculator so your employees can calculate their personal loan savings
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Emails

Introduction Email

Subject Line – Our new benefit will paydown up to \$(amount) of your student loans

Hi (Employee Name),

We are pleased to announce that we are now offering our own Student Loan Paydown Plan, which is made possible by the Jewish Community Federation and Endowment Fund! We know that student loans can be overwhelming so we want to help you pay them off faster so that you can achieve your other goals in life. We have partnered with Gradifi to administer this exciting, new benefit which can pay down up to \$(amount) of your student loans.

How it works:

- Eligible employees will receive \$(amount) a month towards their student loan for (time) months or up to \$(amount).
- We will send the contribution to Gradifi, who will then send it directly to your loan servicer along with any other Paydown Rewards you earn at Gradifi.
- You continue to make your regular monthly payment.
- You save thousands of dollars and cut years off of your loan! *

For more detailed information on how the Student Loan Paydown Plans work, go to [Gradifi.com](https://gradifi.com).

How do I sign up:

You will be receiving an email with the link to sign up from Gradifi shortly. The whole process takes less than 10 minutes – all you need is your student loan number and the address where payments need to be sent. We will be notified that you have created your account and will start making monthly contributions in (Month). **You will not receive a contribution until you register your student loan with Gradifi.**

If you have any questions, please contact us at xxx@companyname.com.

Thanks,

(Employer Name) HR Team

*Estimated savings assume extra payments are applied throughout repayment term of the loan. Your savings will vary.

First Reminder Email

Subject Line – Sign up today to earn up to \$X towards your student loans

Hi (Employee Name),

Don't forget to sign up for Gradifi so you can be a part of our Student Loan Paydown Plan and earn up to \$XX towards your student loans. We want to help you pay down your student loans faster so you can achieve your other goals in life.

How it works:

- Eligible employees will receive \$(amount) a month towards their student loan for (time) months or up to \$(amount).
- We will send the contribution to Gradifi, who will then send it directly to your loan service provider along with any other Paydown Rewards you earn at Gradifi.
- You continue to make your regular monthly payment.
- You save thousands of dollars and cut years off of your loan! *

You should have already received your email from Gradifi with instructions for signing up and entering your student loan information. If you have not signed up, you will receive another email from Gradifi today with instructions.

If you have any questions, please email us at xxx@companyname.com.

Thanks,

(Employer Name) HR Team

P.S. Don't forget this program is made possible due to the generous support of the Jewish Community Federation and Endowment Fund.

*Estimated savings assume extra payments are applied throughout repayment term of the loan. Your savings will vary.

Second Reminder Email

Subject Line – Last chance to sign up today to earn up to \$X towards your student loans

Hi (Employee Name),

Don't forget to sign up for Gradifi so you can be a part of our Student Loan Paydown Plan and earn up to \$XX towards your student loans. We want to help you pay down your student loans faster so you can achieve your other goals in life.

How it works:

- Eligible employees will receive \$(amount) a month towards their student loan for (time) months or up to \$(amount).
- We will send the contribution to Gradifi, who will then send it directly to your loan service provider along with any other Paydown Rewards you earn at Gradifi.
- You continue to make your regular monthly payment.
- You save thousands of dollars and cut years off of your loan! *

You should have already received your email from Gradifi with instructions for signing up and entering your student loan information. If you have not signed up yet, you will receive a final email from Gradifi today with instructions. **You will not be able to receive an SLP Plan contribution until you have signed up.**

If you have any questions, please email us at xxx@companyname.com.

Thanks,
(Employer Name) HR Team

P.S. Don't forget this program is made possible due to the generous support of the Jewish Community Federation and Endowment Fund.

*Estimated savings assume extra payments are applied throughout repayment term of the loan. Your savings will vary.

Recommended Timing

Every company is different but we typically see that giving employees 3 weeks to sign up before your first month of contributions works well. Your employees will have sufficient time to learn about the program and enter their information without having too much time that they delay signing up.

3 weeks out from first contribution

- Send out the introduction email announcing the plan to your employees
- Log in to your Gradifi employer portal and send the invitation email to all eligible participants

2 weeks out from first contribution

- Send out the first reminder email to your employees
- Log in to your Gradifi employer portal and resend the invitation email to all unregistered eligible participants

1 week out from first contribution

- Send out the second reminder email to your employees
- Log in to your Gradifi employer portal and resend the invitation email to all unregistered eligible participants

Media Contact

Your decision to implement an SLP plan will not only help you retain your current employees but also attract new talent. We can help you make sure your plan announcement gets the most coverage possible.

Please contact Lauri Pearson, Gradifi's Director of Media, at lpearson@gradifi.com to coordinate.

Logos



<https://photos.smugmug.com/photos/i-FqB9QHg/0/f0a38d3c/O/i-FqB9QHg.jpg>

Social Media Posts

Facebook:

We're excited to announce the launch of our Student Loan Paydown Plan to help our employees get out of debt faster, provided through the support of @jewishfed. Working with @gradifi gives our employees the opportunity to pay down their student loans.

We want to help our employees pay down their student loans. Learn more about how we are working with @gradifi to offer a Student Loan Paydown Plan and give our employees ways to save even more by earning Paydown Rewards.

Twitter:

Excited to announce our Student Loan Paydown Plan w/ support of @JewishBayArea & @gradifi to help our employees get out of debt faster. #studentloans

We're helping our employees pay down their student loans. Find out more about our SLP Plan w/@gradifi. #studentloans

Loan Impact Calculator

You can link from your site to our impact calculator so your employees can see how much your contributions will save them over the life of their loan.

<https://www.gradifi.com/resource/calculator>