Brandon Pugh — South Carolina Jump$tart Coalition
Jump$tart Your Financial Literacy Curriculum
JOUR 531 Spring 2020

Jessi Atkinson, Sarah Eissmann, Caroline Frei, Katie Hagan, Amy Yarborough

Executive Summary

The South Carolina Jump$tart Coalition is a nonprofit organization of individuals representing business, government and education joined to improve the personal financial literacy of South Carolina's youth. It is an independent affiliate of the national Jump$tart Coalition for Personal Financial Literacy, which has over 100 chapters around the country. The South Carolina Jump$tart Coalition serves to enhance and improve financial literacy levels of K-12 educators and students, promote and develop public awareness of the importance of financial literacy and nurture personal financial literacy within the state. It does this by providing resources for educators, parents and the community and by funding mini grants to offer financial literacy education in schools and afterschool programs.

Our team has developed a survey to gauge if South Carolina public school teachers teach financial literacy and know where to find financial literacy resources. With this research, we hope to find out how to effectively implement a campaign targeting teachers to create conversation in the classroom about financial literacy. The top questions in this survey ask if and how teachers incorporate financial literacy in the classroom, if teachers are confident in their own financial literacy skills and if they would follow the South Carolina Jump$tart Coalition on social media. Our sample is South Carolina public school teachers in Richland County School District One. The sampling mode is an online survey, and the audience will be targeted by reaching out to the school district, posting in Facebook groups and using personal connections to teachers. Although this is a convenience sample, rather than a simple random sample, with enough responses, the data will help us determine what teachers know about the South Carolina Jump$tart Coalition, how to reach the teachers and if South Carolina educators teach financial literacy.

The goal of this campaign is to increase the number of Richland County School District One teachers educating students on financial literacy. This campaign will reach its goal through a social media contest and by following the three objectives. These objectives are increasing the number of teachers who request grants and information, increasing the South Carolina Jump$tart Coalition's social media following and securing a local news story. With the tactics we've developed, we plan to engage with teachers directly through social media content and presentations. We also plan to provide resources and guidelines online, post sponsored social media content and send a pitch to the media to generate buzz about the competition. Our audience for this contest is Richland County School District One teachers because the district has 52 schools in urban, suburban and rural areas. This provides a representative sample of the schools in South Carolina, so in the future, this contest can expand across the state. This competition is set up to run through the month of April, which is Financial Literacy Month. The contest will promote financial literacy by inspiring educators to teach financial literacy in a fun way. It will also allow teachers to share their ideas for the chance to win a mini grant from the South Carolina Jump$tart coalition.

This campaign seeks to help the South Carolina Jump$tart Coalition gain more followers and recognition while also helping teachers with learning and teaching financial literacy. Our team would like to thank Brandon Pugh and the South Carolina Jump$tart Coalition's board for allowing us to work with you. Unfortunately, we were not able to see this campaign through this year, but we are excited to see how the South Carolina Jump$tart coalition flourishes next year, especially through the implementation of this campaign.

Situation Analysis

Background

Jump$tart Coalition is a national nonprofit coalition with 51 chapter affiliates all sharing a commitment to providing "financial smarts for students." The individuals involved in South Carolina Jump$tart Coalition are all fully volunteers who have other full-time jobs. Our direct client contact is Brandon Pugh. He is the active President of South Carolina Jump$tart Coalition. Aside from South Carolina Jump$tart Coalition, Pugh's full-time job is Vice President of Public Relations and Communications at the Carolinas Credit Union League.

South Carolina Jump$tart Coalition is a non-profit organization that was formed in 2004 with the goal of improving the personal financial literacy of the youth of South Carolina. Although it is a national organization, local Jump$tart coalitions have the flexibility to make their own decisions. All decisions for the 51 different state affiliates are made by the individual states for its organization. Jump$tart serves and focuses on K-12 schools as their target.

In 2007, the South Carolina Jump$tart Coalition received a $500,000 grant to support its efforts to spread awareness of financial literacy. With this grant money, South Carolina Jump$tart Coalition is actively participating in classroom activities, donating books to elementary schools and hosting events. Teacher training events are influential to the organization because they provide teachers with advice and confidence surrounding financial education. In the past, South Carolina Jump$tart Coalition has conducted teacher training events on resources available for financial literacy. These events focus on providing teachers with the information and resources available so that they can actively inform their students on actual financial concepts. South Carolina Jump$tart also provides mini grants to public educators who want to provide financial education to their students. These mini grants are up to $500 each. South Carolina Jump$tart Coalition budgets $10,000 a year for the mini grants.

While membership is vague at South Carolina Jump$tart Coalition, there is still an active board of directors for its organization. There have been a few issues in leadership in the last few years. Since South Carolina Jump$tart Coalition has funding, it does not request that members pay a membership fee. Instead, South Carolina Jump$tart Coalition has been focused on rebuilding and restoring that leadership. The issues stemmed from people losing interest in being actively involved. This has sparked an interest in South Carolina Jump$tart Coalition to regain the interest of people so that they can get involved again.

One challenge or issue that we will have to address will be the difficulty of making and maintaining connections within school districts. There is a lot of red tape that we will have to overcome to be able to actively make a difference in the schools in South Carolina. There is not a clear tree of communication through the education department because school districts regenerate contact lists each year. There is no central system to store those contacts when teachers transfer to different schools. Another challenge is that Brandon does not want to affect anybody else's campaign regarding financial education and financial literacy. Their overall goal is to be positive and engage individuals in the importance of financial literacy and support other entities trying to do the same.

South Carolina Jump$tart is not actively updating its social media. South Carolina Jump$tart Coalition does have access to post as they need, but they only maintain and operate a Twitter account. The South Carolina Department of Consumer Affairs is responsible for its Twitter account. They actively post on behalf of the South Carolina Jump$tart Coalition.

There are many issues surrounding financial literacy and why South Carolina Jump$tart targets K-12 students. Recently, younger people are finding themselves in a position where they are responsible for their own funding. Because of this, younger individuals should be encouraged to know the importance of saving their money sooner. Another issue is that there is a personal finance mandate for schools already, but it does not specify when students should or will receive that financial education. Interpretation of when or if the students have received that educational background is a per teacher scenario. This means that students who are receiving that financial education are receiving different amounts of educational concepts surrounding finance. Student loans, credit and insurance are all topics that need to be discussed sooner rather than later. If students are not educated on these topics they are more likely to become overwhelmed in debt before they even know what they signed up for. Keeping the attention of students on topics like financial literacy and financial education is already a challenge in itself. Another issue that needs to be addressed is the challenge of keeping up with other people. Now, younger individuals own more expensive things like brand new iPhones. This is not teaching younger students the value of a dollar. This is putting pressure on parents and students to want to spend more money.

South Carolina Jump$tart Coalition’s main goal for us is to learn how to spend its resources in the most effective way to promote financial literacy.

SWOT Analysis

Strengths:

- The individuals involved in South Carolina Jump$tart coalition are extremely enthusiastic – especially for individuals who have been actively volunteering for so long.
- South Carolina Jump$tart Coalition is a funded nonprofit organization. Having grant money allows the organization to not charge membership fees, provide mini grants, host events, make donations, etc. in South Carolina.
- Jump$tart Coalition is a national organization but each of the 51 different chapters can make their own decisions regarding their specific state's organization.

Weaknesses:

- Since the individuals involved are so enthusiastic about Jump$tart Coalition they often get burned out easily. As Brandon Pugh said, "their tank gets low pretty quickly."
- Members of South Carolina Jump$tart Coalition often are involved for too long. When members are involved for too long they usually develop an inability to develop new ideas.
- Since leadership has been an active weakness in the organization, visibility has become a weakness. This means that members need to know who you are before you speak out to them.
- There are no public meetings. Nobody communicates about what they did in a way that it would appeal to the public.
- Clarity surrounding South Carolina Jump$tart Coalition's overall goals is an issue.
- Making sure South Carolina Jump$tart is not competing with other entities is a weakness. Focusing on the greater good may actually be creating challenges for the coalition as it creates further confusion as to what they actually do.
- Not having many connections within school districts in South Carolina is a weakness. Without stable connections, it is harder to spread awareness for financial education and financial literacy.
- All members are volunteers. Since all members have separate full-time jobs it is a challenge to keep members actively engaged in the organization.

Opportunities:

- Taking control of social media would be a great opportunity for South Carolina Jump$tart Coalition.
- Building a more stable and consistent social media presence.
- Expanding social media engagement to more social media platforms such as Instagram, Facebook and LinkedIn could be influential in reaching the target K-12 students.
- With the curriculum changing in the near future to include financial education and financial literacy, teachers may be more open to attending events and getting involved.
- Building partnerships with other entities trying to also promote financial education would be a way that South Carolina Jump$tart Coalition could get its name and message out to the public. This could potentially increase interest in involvement.
- Developing a clearer line of communications with teachers and school districts.

Threats:

- Members losing interest in the organization.
- All members are volunteers so scheduling time around each person's busy life is a challenge.
- Lack of clarity has become a threat. The public needs to know exactly what South Carolina Jump$tart is trying to accomplish and what they are actively doing about it.
- Not wanting to compete with other entities promoting financial education could be seen as a threat. This is because South Carolina Jump$tart is not actively promoting themselves and how others can get involved with their organization.
- Individuals who are involved with South Carolina Jump$tart for too long are unwilling to accept change.

Situation Analysis

Being a part of the teacher outreach team, one of our main opportunities is to allocate South Carolina Jump$tart Coalition resources in order to improve communication and create a network of teachers interested in its mission. By increasing social media presence and engagement, we would be able to connect with our initial target – teachers in South Carolina – but also much more than that. We would be able to actively promote South Carolina Jump$tart Coalition and spread awareness with the ease of doing it from your phone. This would be easy for members to get involved with the organization, and it would increase accessibility and relationships with teachers.

There are a few difficulties that could impede the success of our campaign. One difficulty would be the lack of communication within the organization. There are no face-to-face meetings and there is a lack of response from emails so it could be a challenge to work with the members. Another difficulty surrounding our teacher outreach campaign could be overcoming the 'red tape' surrounding school districts. Since there are no active connections within the school districts, it may be a challenge to build a connection and conduct a successful campaign within the time frame of a semester.

Developing a clear line of communication with teachers is going to be our main difficulty and if we are unable to overcome that challenge, our team will be unable to get our information to teachers in South Carolina, meaning fewer students in South Carolina will receive financial literacy education in school.

Research Plan

Research Goals

The overarching question that our team needs to answer is how we should effectively implement a campaign that targets teachers to create conversation in the classroom surrounding financial literacy. One thing we need to figure out is the best route of communication with teachers. We also need to figure out what teachers already know (or if they know anything) about Jump$tart and about financial literacy. The data gained from our primary research will help us figure out the best possible way to reach out to teachers, understand their knowledge of the South Carolina Jump$tart Coalition and what they already do to teach financial literacy in their classes. Our research will help us understand how best to help them get engaged with the South Carolina Jump$tart coalition.

Methodology

Our research will be conducted as an online survey. In order to conduct research on our target audience, an online survey will be administered to South Carolina teachers grade K-12 in Richland County School District One. Our team chose to use an online survey because it is time and cost efficient. We will also be able to reach many teachers through this method versus other methods. This will be the easiest way to gain information from teachers in South Carolina. Our data will be used to further develop our campaign strategy.

Sample

We are hoping to work with Richland County School District One to connect with K-12 teachers.
We will work with the school district and school officials of some of the 52 schools within the district to assist us in getting the survey out to teachers via email.

Design

The full questionnaire is in Appendix A.
https://usccmcis.az1.qualtrics.com/jfe/form/SV_6Mf4VSgfZTIl9Ah

Key Findings

Due to COVID-19 and public schools closing, we were unable to conduct our research. We recommend that SC Jump$tart Coalition distribute this survey in the fall of 2020.

The top two questions in our questionnaire are:

- How likely are you to incorporate financial literacy lessons in the classroom?
- Are you aware that SC Jump$tart Coalition can provide free financial education resources to use in your classroom?

These questions will help us gauge where to start with our messaging about financial literacy. For example, if many teachers already teach financial literacy but do not know where the resources are, we can focus on messaging toward finding the resources.

Strategic Plan

Campaign Goal
The goal is to encourage and increase the number of teachers educating students on financial literacy.

Audiences
Male and Female K-12 Richland County School District One Teachers

Messages

1. Teaching financial literacy in the classroom is important.
2. There are resources available to help me teach financial literacy in my classroom.

OBJECTIVE ONE
To increase the number of South Carolina Richland School District One teachers who request grants/information from the SC Jump$tart Coalition by 10 during the spring semester.

Strategy: Work with/through the school district to build a teacher network, using pre-existing resources such as principals and parent teacher organizations.

Tactic 1: Develop content for the SC Jump$tart website, by adding information for teachers/about the competition (Owned Media)
Tactic 2: Sponsored Facebook Ad (Paid Media)
Tactic 3: Email Blast (Owned Media)
Tactic 4: Conduct outreach to PTO presidents -- presentation at PTO meetings (Owned)

OBJECTIVE TWO
To increase social media engagement with Richland One teachers by 50% by the end of the semester.

Strategy: Develop content that educates teachers about resources that are available to them and encourage their interest in teaching financial literacy.

Tactic 1: Create and maintain a Facebook account (Shared Media)
Tactic 2: Develop social media content (Shared Media)
Tactic 3: Send an email blast to teachers (Owned Media)
Tactic 4: Hold social media competition (Shared Media)

OBJECTIVE THREE
To secure one news story about financial literacy programs in schools in the Columbia area by the end of April 2021.

Strategy: Conduct media outreach about the social media competition to generate media attention.

Tactic 1: Develop a media contact list (Earned Media)
Tactic 2: Develop and distribute a press kit (Earned Media)
Tactic 3: Draft and send a media pitch letter (Earned Media)

Calendar

February 1: Begin compiling contact information and working on Facebook page.

March 1: Send out information about the competition to the principals, PTO and media outlets.

March 1 – April 12: Continue to promote the competition on social media.

April 12: Contestants can send in their submissions for the contest.

April 30: Pick competition winners to announce at the end of April.

May 3: Announce competition winners, make posts for social media and reach out/follow up with local media.

Budget

- $25 per Paid Facebook Ad per month.
- Prize incentive for contest winners. We recommend awarding the winner a $500 mini-grant. If this is not feasible, we suggest a gift card to Target.

Implementation and Evaluation

OWNED

Owned tactics are the content that we developed for the campaign. These tactics were designed as creative material to be distributed across multiple platforms in order to receive optimal campaign outcomes.

- **Website Content For Social Media Competition:**
  - **Implementation:** Amy created a new tab on the website that outlines the social media competition for teachers and its rules. This will allow people interested in entering the competition a central place to find all of the information that they need.
  - **Evaluation:** The success of this can be measured by the number of entries received for the competition and number of visits the website gets.

- **Social Media Competition Guidelines:**
  - **Implementation:** Jessi developed the rules and guidelines for a social media competition for K-12 teachers in Richland County District One. She also created social media platforms for The South Carolina Jump$tart Coalition primarily focusing on Facebook.
  - **Evaluation:** The success can be measured by the amount of followers The South Carolina Jump$tart Coalition gained on social media during the competition. Engagement can also be measured through the amount of participation the competition attracts.

- **Newsletter:**
  - **Implementation:** Caroline developed newsletter content which highlighted details of the social media competition.
  - **Evaluation:** The success is evaluated by how many teachers read and respond to the social media competition. Our objective is to print 260 copies, so all 25 Richland One schools will have 5 copies to place throughout the school, and some extras if needed. Along with flyer copies, an email blast will be sent to teachers which will include the link to the website for more information.

- **Email Blast (Social Media Competition):**
  - **Implementation:** Caroline created an email blast to send to Richland County School District One teachers to inform them about the social media competition.
  - **Evaluation:** The success is evaluated through how many teachers respond and participate in the competition. Our objective is to get all teachers to participate through awards, including the opportunity to win a grant.

- **Email Blast (General Teacher Email):**
    - **Implementation:** Amy created an email blast to send to Richland County School District One teachers to inform them about general information regarding SC Jump$tart. The email contains information about our social media, website, and social media competition.
    - **Evaluation:** The success is evaluated through how many teachers request information and participate in the competition. Our objective is to get all teachers to participate through awards, including the opportunity to win a grant.

- **Email Blast (PTO Board):**
    - **Implementation:** Katie created an email blast to send to Richland County School District One PTO board members to arrange presentation options for them to learn more about general information regarding SC Jump$tart. The email contains information about SC Jump$tart's initiative, available resources, and importance of financial literacy.
    - **Evaluation:** The success is evaluated through how many PTO's request information and participate in a presentation.

- **PTO Presentation:**
    - **Implementation:** Katie created a PTO presentation for Richland County School District One PTOs for them to learn more about general information regarding SC Jump$tart. The presentation contains information about SC Jump$tart's initiative, available resources, and social media competition.
    - **Evaluation:** The success is evaluated through how many PTOs request information for grants and resources following the presentation.

- **PTO Contact List**:
    - **Implementation:** Katie developed a contact list of PTO board members in the Richland One School District to be contacted in effort to share SC Jump$tart information.
    - **Evaluation:** Success is measured by how many PTOs request information or presentations. Our objective is to have at least 5 PTOs request information or a presentation.

WEBSITE CONTENT

1. Create a left hand tab on the website labeled Richland One Financial Literacy Competition

2. Within this tab post the content as follows.

Richland One Financial Literacy Competition Information

The SC Jump$tart Coalition is hosting their first ever social media competition that allows Richland One teachers to show off how they promote financial literacy in their classrooms!

Competition overview:
We are asking that Richland One K-12 teachers submit proof of a lesson that you taught that promotes financial literacy. Proof can be a photo, short video, or handouts— photos or videos are a plus! Along with proof we ask that you provide us with a paragraph or two describing the lesson that was taught in your classroom, why your class deserves to win and how you would use the prize.

Rules and Guidelines:

- Teachers can submit a single entry to SC Jump$tart email address**.**
- You must be a Richland One K-12 public school teacher.
- Entries must be submitted between dates chosen.
- You must follow SC Jump$tart Coalition on Facebook and share our competition announcement on your page.
- You must post your lesson to Facebook and tag SC Jump$tart Coalition.
- We will choose three winners – one elementary school teacher, one middle school teacher and one high school teacher, to be announced on our social media pages.
- The winners will receive a prize decided upon.
- When submitting your entry please include your name, best way of contact, as well as the grade you teach and the school where you teach.

Thank you and best of luck to all of our teachers! Please keep in mind that if you are not selected as a winner you are still eligible to request grants from the SC Jump$tart Coalition to help you purchase supplies for teaching financial literacy.

SOCIAL MEDIA COMPETITION GUIDELINES

The full presentation can be found in Appendix B.

https://drive.google.com/file/d/16AZsD3auyUlFFDO-Py6Ar824qi7_3ySH/view?usp=sharing

NEWSLETTER

Jumpstart Social Media Competition

WHAT

Jumpstart Coalition is holding its first annual social media competition for Richland County School District One teachers.

WHEN

April 12, 2020- April 30, 2020

WHY

To celebrate National Financial Literacy Month and promote financial literacy in the classroom.

ADDITIONAL INFORMATION

Those who enter and participate in the competition will have the chance to win a grant or other prize. For more information, visit our website at https://www.jumpstart.org/.

EMAIL BLAST (SOCIAL MEDIA COMPETITION)

BCC: Teacher Email List

Subject: SC Jump$tart Coalition Social Media Competition!

Content:
Dear Richland County School District One teachers,

On behalf of SC Jumpstart Coalition, we are excited to announce that we will be holding our first annual social media competition.

In honor of Financial Literacy Month, we will be holding the competition throughout the month of April, starting on April 12th. By entering and participating in the competition to promote financial literacy, you have the opportunity to win a $500 grant. In order to enter, you must be following us on Instagram and follow our guideline rules posted on the website. (https://www.jumpstart.org/) We encourage everyone to participate and promote financial literacy in their classroom.

Please contact me at this email or 803-292-6852 if you have any questions.

Sincerely,
The SC Jump$tart Coalition

EMAIL BLAST (GENERAL TEACHER EMAIL)

BCC: Teacher Email List

Subject: Check out the SC Jump$tart Coalition!

Content:
Here at SC Jump$tart Coalition we appreciate all of the hard work teachers put into educating our students!

Did you know that as a K-12 teacher you are eligible to request grants from the SC Jump$tart Coalition to help you cover the cost of financial literacy materials for your classroom? We give out 20 $500 mini grants every year! Check out this link to request more information on how to apply today.

Also be sure to like and follow us on Facebook *Link Facebook page* for helpful tips and information from the SC Jump$tart Coalition and for information on our up and coming social media competition for Richland One teachers.

can attach competition flyer if desired

Sincerely,
The SC Jump$tart Coalition

EMAIL BLAST (PTO)

Hello PTOs of Richland One!

The SC Jump$tart Coalition is a charitable 501(c)3, not-for-profit organization that works to improve the financial literacy of South Carolinians. The SC Jump$tart Coalition is a great resource for providing children, young adults, and families with skills that lead individuals to make informed responsible financial decisions.

Our primary objectives are:

1. To enhance and improve financial literacy levels of South Carolina's K-12 educators and students;
2. To promote and develop public awareness of financial literacy; and
3. To nurture personal financial literacy within the state through grassroots initiatives.

Through the SC Jump$tart Coalition, deserving programs are sponsored to advance financial literacy among educators and students. We believe that your Richland One School is highly qualified to receive yearly awarded mini-grants for financial literacy education. We would like to offer your PTO a presentation on the resources available to them.

To learn more about our initiative, visit SCJumpstart.org.

I look forward to coordinating presentation times and dates with you!

Sincerely,
South Carolina Jump$tart Coalition President, Brandon Pugh

JUMP$TART!
FINANCIAL SMARTS FOR STUDENTS

PTO PRESENTATION

The full presentation can be found in Appendix C.

PTO CONTACT LIST

Richland One School District PTO			
Elementary			
School	Position	Name	Contact
Brennan	Co-President	Cristy Marshall	cristymarshall@hotmail.com
Brennan	Co-President	Ashley Jaillette	ajaillette@alumni.clemson.edu
Brennan	Teacher Reps	Rebecca Humphries	rebecca.humphries@richlandone.org
Brockman	Teacher Reps	Jessica Wilkins	jessica.wilkins@richlandone.org
Carver-Lyon	President	Nichel Lessey	
Meadowfield	President	Cassandra Eckstorm	meadowfieldelempto@gmail.com
H.B. Rhame	President	Miranda Williams	
Satchel Ford	President	Karli Reynolds	sfordpto@gmail.com
Middle			
School	Position	Name	Contact
Hand	Co-President	Tim Muir	tmuir@wardservices.com
Hand	Co-President	Matt Riley	riles102@hotmail.com
W.A. Perry Middle	President	Kia Muse	waperrypto@gmail.com
Olympia Learning Center	Middle School Counselor	Sonya Dunn	Sonya.Dunn@richlandone.org
High			
School	Position	Name	Contact
A.C. Flora	President	Lewis & Vanessay Overbay	
A.C. Flora	Co-Membership	Gail Searcy	ssearcy@sc.rr.com
Columbia High School	President	Dr. Lillie Burgess	mburgessl@bellsouth.net
Olympia Learning Center	High School Counselor	Keicha Barnes	Keicha.Barnes@richlandone.org

EARNED

Earned tactics for this campaign include media relations, influencer relations and other content that is published for its news value.

- **Media Contact List:**
    - **Implementation:** Sarah developed a media list of newspapers, television stations and online media outlets in the Columbia area.
    - **Evaluation:** Success is measured by story placement in the desired media outlets. Our objective is to gain at least one media placement in the Columbia market.

- **Pitch Letters (1):**
    - **Implementation:** Sarah developed a pitch for The State newspaper to send out to the reporter before the competition begins.
    - **Evaluation:** The objective is to gain one story in a print/online format highlighting the beginning of the competition and what the competition is, to help get the word about the competition out to the public.

- **Pitch Letters (2):**
    - **Implementation:** Sarah developed a pitch for WIS-TV to send out during the first week of the competition.
    - **Evaluation:** The objective is to gain one TV story highlighting the competition and the contestants of the competition to continue to promote the competition and showcase what teachers are doing for financial literacy month.

- **Press Kit:**
    - **Implementation:** Sarah developed a press kit with a news release and rules for the competition to formally announce the competition and provide more clarity and context to the competition. The news release will be released the day the competition begins.
    - **Evaluation:** The objective is to give reporters and the public more information about the competition so stories will be well-rounded and have accurate details.

MEDIA LIST

Name	Outlet	Position	Contact Information
Lucas Daprile	The State	Education Reporter	ldarpile@thestate.com 8037718483
Sarah Ellis	The State	Richland County Reporter	seillis@thestate.com 8037718483
Bristow Marchant	The State	Richland County Reporter	bmarchant@thestate.com 8037718483
Chris Trainor	Free Times	Staff Writer	Christ@free-times.com 8037650707 x122
Claire Richardson	ABC Columbia	Good Morning Columbia Anchor	cmrichardson@abscolumbia.com 8037547525
Rochelle Dean	ABC Columbia	Evening Anchor	rdean@abccolumbia.com 8037547525
Lauren Drescher	COLAtoday	Editor	hello@colatoday.com
Jessica Burton	COLAtoday	Editor	hello@colatoday.com
Karamie Hallman	Cola Daily	Editor	Karamie@midlandsmediagroup.com 8037536800
Meera Bhonsalé	Cola Daily	Reporter	Meera@midlandsmediagroup.com 8037536800
Brad Hyatt	WIS	News Director	bhyatt@wistv.com 8037991010

Danielle Barilla	WIS	Executive Producer	dbarilla@wistv.com 8037991010
Emily Wakeman	WIS	Reporter	ewakeman@wistv.com 8037991010
Greg Adaline	WIS	Anchor	gadaline@wistv.com 8037991010
Leland Pinder	WIS	Anchor WIS Sunrise	lpinder@wistv.com 8037991010
Fraendy Clervaud	WACH	Anchor Good Day Columbia	fclervaud@wach.com 8032526397
Candace Scalese	WACH	Anchor Good Day Columbia	cmurphy@wach.com 8032525757
Shay Simon	WACH	Multimedia Journalist	Shsimon@wach.com 8032525757
Julie Eisenman	WLTX	News Director	jeisenman@wltx.com 8036470231
Emily Correll	WLTX	Reporter	ecorrell@wltx.com 8034654425
Jenna Kurzyna	WLTX	Anchor/Producer	jkurzyna@wltx.com 803-776-3600

PITCH LETTER (1)

(Before the Competition)
PITCH: Financial Literacy Month Social Media Competition

Dear Lucas (Daprile),

I enjoyed reading your article about Dreher High School receiving $2,000 to invest into its STEM program after a student also won $2,000 for his stroke research, and I thought you may be interested in a financial literacy competition for teachers with a $500 prize. With Financial Literacy Month underway, educators around the state are coming up with creative ways to teach financial literacy in the classroom.

The South Carolina Jump$tart Coalition, a financial literacy nonprofit dedicated to helping provide resources to teach financial literacy, will be holding a financial literacy social media competition. Teachers from across Richland County School District One will post to social media how their classrooms are celebrating Financial Literacy Month and how they teach financial literacy, and the winner will receive a grant of $500 to grow his or her financial literacy program. This competition will run from April 12 until April 30.

If you are interested in covering this competition, we can connect you with a former grant winner to discuss how he/she uses the money to promote financial literacy in the classroom and the president of SC Jump$tart's board.

Thank you for your time. I know you are busy, so I will check in with you in a few days. If you have any questions in the meantime, please do not hesitate to shoot me an email or give me a call.

Sincerely,
NAME
PHONE NUMBER
EMAIL

PITCH LETTER (2)

(During the Competition)
PITCH: Classroom Financial Literacy Competition

Dear Leland (Pinder),

I really enjoyed your back to school segment this year, especially when you brought on the South Carolina teacher of the year. I thought you may be interested in a competition aimed at helping teachers share and grow their financial literacy programs within the classroom. As you may know, April is Financial Literacy Month, and teaching financial literacy in the classroom is more important and prominent now than ever.

This week kicked off the South Carolina Jump$tart Coalition's first ever financial literacy social media competition. Teachers from Richland County School District One have the opportunity to show off how they creatively teach their students financial literacy by sharing it on social media for a chance to win a $500 grant. This competition will run through the end of Financial Literacy Month, April 30.

If you are interested in covering this competition, we can connect you with the South Carolina Jump$tart Coalition's board president and some of the teachers who have already joined in on the competition to discuss how they teach financial literacy in their classrooms.

If you have any questions, you may contact me at any time. I know you are busy, so I will reach out in a few days. Thank you for your time.

Sincerely,
NAME
PHONE NUMBER
EMAIL

PRESS KIT

Competition Rules:

- Competition begins Monday, April 12, and ends Friday, April 30. No late submissions will be taken.
- Must be a current Richland County School District One teacher.
- Must Follow South Carolina Jump$tart Coalition on Facebook.
- Must share the South Carolina Jump$tart Coalition competition infographics on your page.
- Must post financial literacy lesson to Facebook and tag SC Jump$tart Coalition.
- Must email SC Jump$tart with lesson plan, proof of lesson (handouts, images, etc.), outline of how the grant money would be used in the classroom and one to two paragraphs on why your class deserves to win this competition.
- Financial literacy must be the main topic of your lesson.
- The activities must be new and unique to the students in your classroom.

Contact
NAME
EMAIL
PHONE NUMBER

FOR IMMEDIATE RELEASE

Financial Literacy Coalition to Bring Fun and Competition into the Classroom
South Carolina Jump$tart Coalition is hosting its first ever social media competition for teachers during Financial Literacy Month

COLUMBIA, S.C. (April 12, 2021) -—The South Carolina Jump$tart Coalition is hosting a three-week social media competition for teachers in Richland County School District One beginning today.

The winning teacher will have demonstrated excellent financial literacy teaching efforts in the classroom and receive a $500 grant from the South Carolina Jump$tart Coalition to continue teaching financial literacy.

"This competition encourages teachers to have fun while teaching financial literacy within the classroom," Brandon Pugh, president of the South Carolina Jump$tart Coalition, said. "The grant will help teachers take their financial literacy teaching visions and turn them into a reality."

Current Richland One teachers may enter the competition first on Facebook by following the South Carolina Jump$tart Coalition, reposting the competition infographic and tagging the South Carolina Jump$tart Coalition in a post about how they creatively teach financial literacy in the classroom.

Teachers must also email (COMPETITION EMAIL) with their financial literacy lesson plan, proof of lesson, outline of how they would use the grant money in the classroom and one or two paragraphs on why their class deserves to win the grant.

The competition challenges teachers to make learning financial literacy interesting in the classroom, and the social media aspect allows other teachers to be inspired to teach financial literacy in a unique way in their classrooms as well.

"There is no better time to strike up a conversation about financial literacy than Financial Literacy Month," Pugh said. "Our goal with this competition is to not only foster a discussion about financial literacy in all grades but also open a dialogue on social media so teachers can share the unique ways they teach financial literacy."

The competition will close on April 30, at the end of Financial Literacy Month. Award recipients will be notified and featured on social media shortly thereafter. Participants who did not win the competition may still apply to receive a grant through the South Carolina Jump$tart Coalition website.

~more~

About South Carolina Jump$tart Coalition

The South Carolina Jump$tart Coalition is a nonprofit organization of individuals representing business, government and education joined to improve the personal financial literacy of South Carolina's Youth. It is an independent affiliate of the national Jump$tart Coalition for Personal Financial Literacy, which has over 100 chapters around the country. The South Carolina Jump$tart Coalition serves to enhance and improve financial literacy levels of South Carolina's K-12 educators and students, promote and develop public awareness of the importance of financial literacy and nurture personal financial literacy within the state through a grassroots initiative. It does this through providing resources for educators, parents and the community and mini grants to help fund financial literacy education. For more information, visit https://www.jumpstart.org/who-we-are/states/south-carolina/.

###

SHARED

Shared tactics are the social media tactics used in the campaign. These include social media accounts and content created for them.

- **Social Media:**
  - **Implementation:** Caroline, Amy, and Jessi developed social media content to increase awareness for SC Jump$tart Coalition and provide information and tools for teachers to incorporate financial literacy in the classroom. Amy and Jessi focused primarily on Facebook. Caroline created Facebook, Instagram, and Twitter content.
  - **Evaluation:** Due to the current status of SC Jump$tart Coalition social media, we hope to increase engagement on platforms by 100%. Success can be measured by the amount of followers The South Carolina Jump$tart Coalition gained on social media.

- **Social Media Graphics:**
  - **Implementation:** Caroline created content for Instagram, Twitter and Facebook which included general information about SC Jump$tart Coalition, financial literacy and the social media competition.
  - **Evaluation:**
    - **Instagram Content:** The success is evaluated through Instagram analytics, which are available to page administrators. Through evaluating analytics, we can focus on reach and engagement. We can see how many people viewed posts and how many people took action through likes and comments. Through analytics, we can also see how many followers we've gained. At the beginning of the campaign, SC Jump$tart Coalition didn't have an Instagram account. Our objective was to create one and increase engagement by 100%.
    - **Twitter Content:** The success is evaluated through Twitter analytics, which are available to page administrators. Through evaluating analytics, we can focus on reach and engagement. We can see how many people viewed posts and how many people took action through likes, comments, and shares. Through analytics, we can also see how many followers we've gained. At the beginning of the campaign, SC Jump$tart Coalition didn't have a Twitter account. Our objective was to create one and increase engagement by 100%.
    - **Facebook Content:** The purpose of the post was to bring awareness to the social media competition and provide more information about SC Jump$tart Coalition. The success is evaluated through Facebook analytics, which are available to page administrators. Through evaluating analytics, we can focus on reach and engagement. We can see how many people viewed posts and how many people took action through likes, comments, and shares. Through analytics, we can also see how many followers or likes we've gained. At the beginning of the campaign, SC Jump$tart Coalition didn't have a Facebook account. Our objective was to create one and increase engagement by 100%.

INSTAGRAM CONTENT

jumpstartcoalition_sc
Richland County

JUMP$TART!
FINANCIAL SMARTS FOR STUDENTS

jumpstartcoalition_sc Welcome to South Carolina Jumpstart Coalition! Our mission is to provide young people, Pre-K to 8th grade, with lifelong financial decision-making skills. Join us! #financialliteracy

7 minutes ago

jumpstartcoalition_sc

jumpstartcoalition_sc Did you know April is National Financial Literacy Month? Throughout the month, we will be highlighting the importance of financial literacy and teaching students how to establish and maintain healthy financial habits. 📚 💰

6 minutes ago

jumpstartcoalition_sc

R1
RICHLAND ONE
ENGAGE · EDUCATE · EMPOWER

jumpstartcoalition_sc Hey Richland County School District One teachers!! What are some ways you incorporate financial literacy in the classroom? Need some tips? Click on the link in our bio and check out our website!

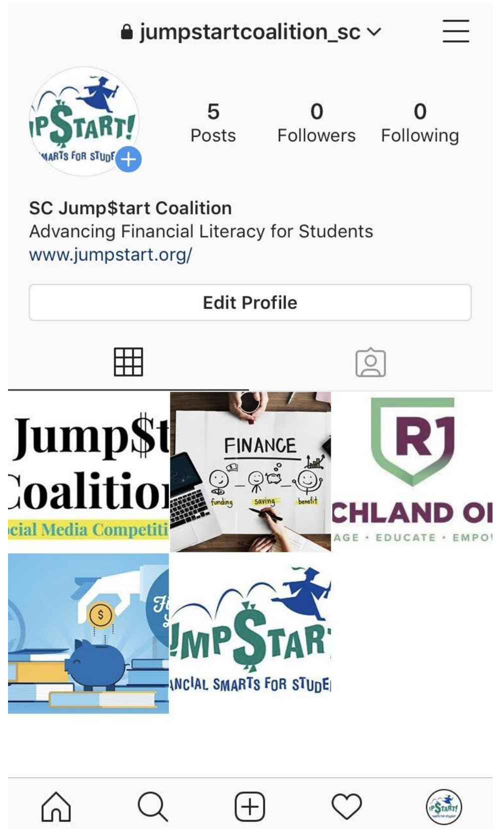
1 minute ago

jumpstartcoalition_sc

jumpstartcoalition_sc Need some financial literacy resources? Click the link to find some new and improved ways to incorporate lessons in the classroom.
https://www.practicalmoneyskills.com/teach/lesson_plans

2 seconds ago


jumpstartcoalition_sc
SC Jump$tart Coalition
Social Media Competition
jumpstartcoalition_sc Calling all Richland County School District One teachers!! Interested in a chance to win a $500 grant? Click the link in our bio to learn about our first annual social media competition.
Add a comment...


jumpstartcoalition_sc
5
Posts
0
Followers
0
Following
SC Jump$tart Coalition
Advancing Financial Literacy for Students
www.jumpstart.org/
Edit Profile
FINANCE

TWITTER CONTENT

FACEBOOK CONTENT

PAID

Paid tactics are the sponsored posts we developed for the campaign.

- **Sponsored Facebook Post:**
  - **Implementation:** Amy created a mockup sponsored post for Facebook, as well as outlined the steps to effectively sponsor and boost a post on Facebook. A Facebook sponsored post's appearance is just like a normal post, however it is labeled as a sponsored post. These posts reach an audience that do not normally engage with the business' regular posts. The size of the audience reached depends on the amount that is paid. Facebook provides estimates of the number of people you can reach with the budget you enter. An organization has an opportunity to engage a greater number of individuals through a sponsored post. It also generates a larger social media audience. The more people that see and learn about your organization, the more likely your organization's goals will be completed.
  - **Evaluation:** Facebook analytics allows you to track your reach based on demographics you have selected.

SPONSORED POST

CAPTION:
CALLING ALL RICHLAND ONE TEACHERS! How do you promote financial literacy in the classroom? Let the SC Jump$tart Coalition know for a chance to win *Decided on prize*! Check out the details below.

COMPLETED EXAMPLE OF SPONSORED POST

CALLING ALL RICHLAND ONE TEACHERS! How do you promote financial literacy in the classroom? Let the SC Jump$tart Coalition know for a chance to win *Decided on prize*! Check out the details below

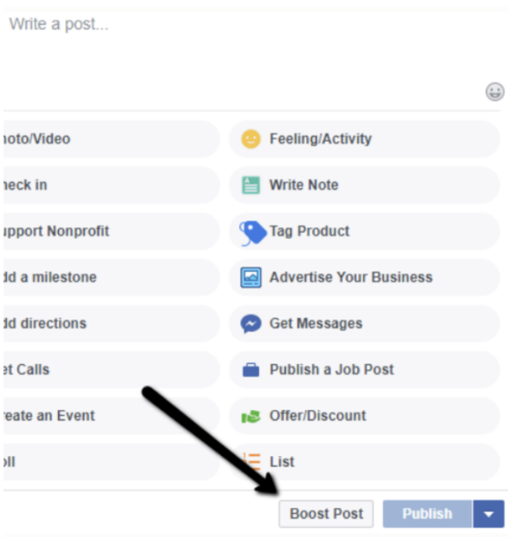
LINK TO EDIT PROVIDED GRAPHIC

https://www.postermywall.com/index.php/poster/contribute/368237d55111120aee54614e3a5a7dae?utm_source=eshare&utm_content=poster_contributor&utm_medium=link&utm_campaign=share

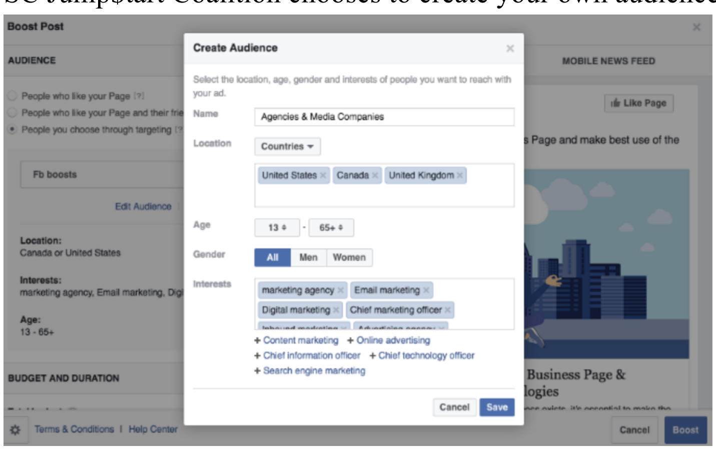
HOW TO BOOST A FACEBOOK POST:

Boosting a Facebook post means that your post will appear higher on your followers' news feed. Boosted posts can target certain locations, genders and age ranges. The goal of boosted posts is to ultimately increase views and engagement. You also have full control over the budget and length of time the post will run for.

1. Choose a post you want to boost. There will be an option next to the publish button to ***boost your post.***

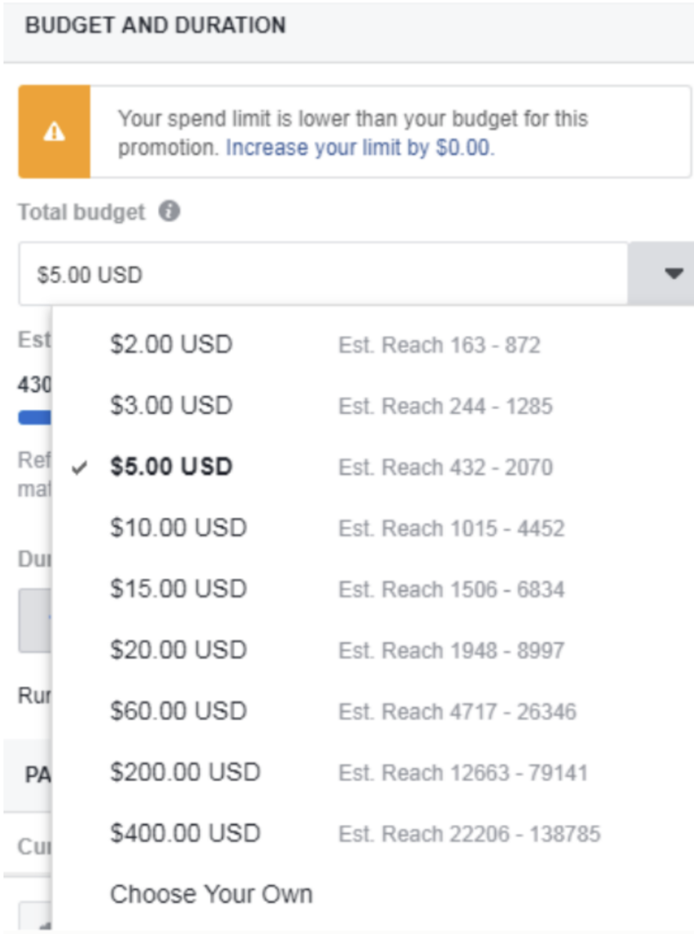


2. This will lead you to select your target demographics that you want your audience to reach. You will have the option to target your post to your followers and their friends, but we advise that the SC Jump$tart Coalition chooses to create your own audience.

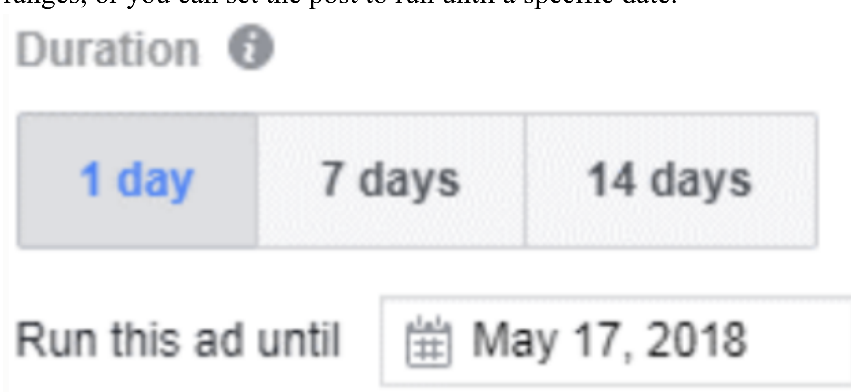


   a. We recommend that SC Jump$tart Coalition targets people within the age requirement (23-60).
   b. We recommend that SC Jump$tart Coalition targets people with interests that relate to Richland One, teachers, children, education, schools, financial literacy etc.

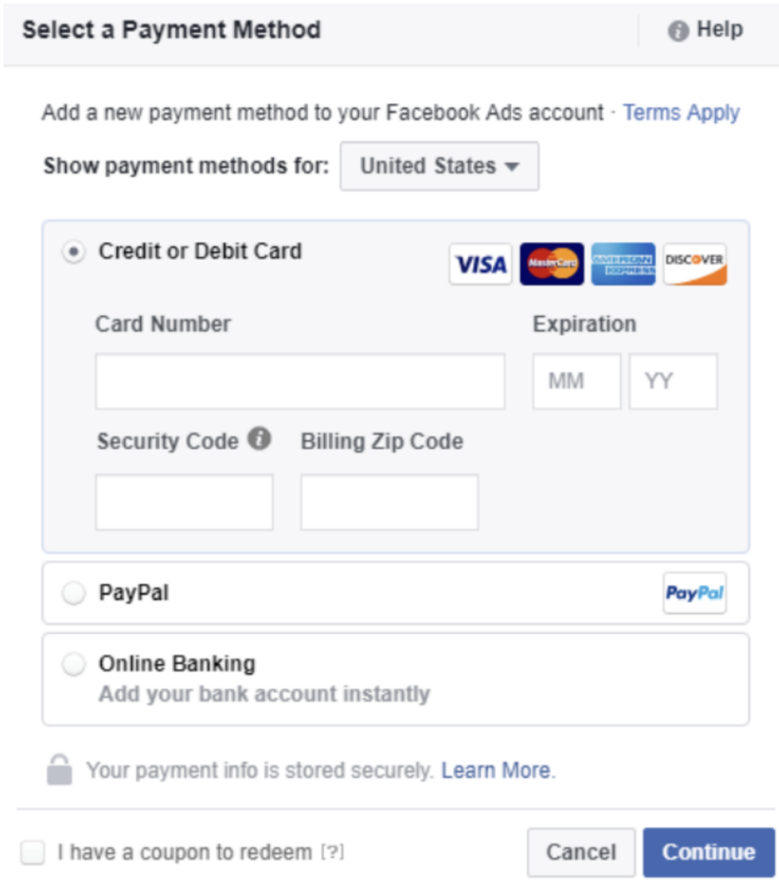
3. ***Setting your budget*** is the next step. There is a minimum of $1 per day.



4. The last step before publishing is to ***set the duration of the post***. You can choose from a set of ranges, or you can set the post to run until a specific date.



5. After you have selected all of your requirements for the post, you will be shown a preview and then be prompted to enter your payment information.



6. The last step is to publish your boosted post! You can review the data from your post in the Ads section of your profile. We recommend that you try several different boosted posts aimed towards different audience demographics.

Source: Hootsuite - Facebook Boost Button
https://blog.hootsuite.com/how-does-facebook-boost-posts-work/

HOW TO SPONSOR A FACEBOOK POST

What is a Facebook sponsored post?

In order to reach a larger audience, a Facebook sponsored post is a post that a business pays for. A Facebook sponsored post's appearance is just like a normal post, however it is labeled as a sponsored post. These posts reach an audience that do not normally engage with the business' regular posts.

How does a sponsored post work?

The sponsored post reaches an audience that is outside the business' normal audience. The size of the audience reached depends on the amount that is paid. Facebook provides estimates of the number of people you can reach with the budget you enter.

Why should you sponsor a post?

An organization has an opportunity to engage a greater number of individuals through a sponsored post. It also generates a larger social media audience. The more people that see and learn about your organization, the more likely your organization's goals will be completed.

1. Determine your Facebook Ad Goals
What results do you want from your advertisement?
We recommend that your Ad goals should:

- Increase overall Facebook Engagement
- Increase the number of interested foster parents
- Increase donations

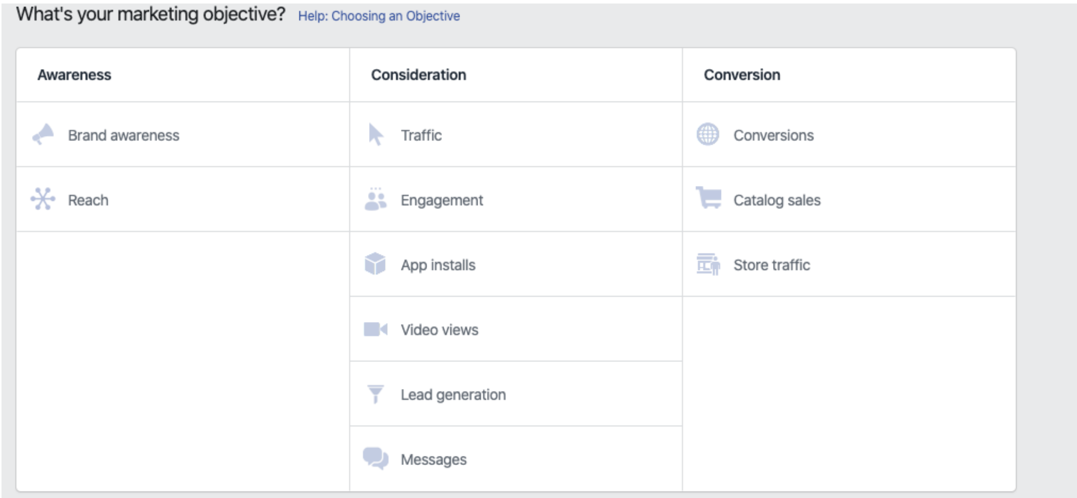
2. Open up Facebook Ads Manager and Sign into your Account after Clicking "Create Ad"

- https://www.facebook.com/business/

3. Choose your objective from the 15 options that are listed. The objectives normally fall into 3 categories: Awareness, Consideration and Conversion.
We recommend that SC Jump$tart Coalition chooses the following objectives:

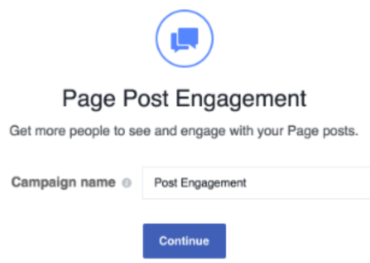
- Engagement
- Messages
- Reach
- Brand Awareness

These objectives will generate SC Jump$tart Coalition's Facebook engagement and share SC Jump$tart Coalition's message about the teacher contest.



4. Name your campaign after selecting your marketing objectives.
We recommend naming your campaign:

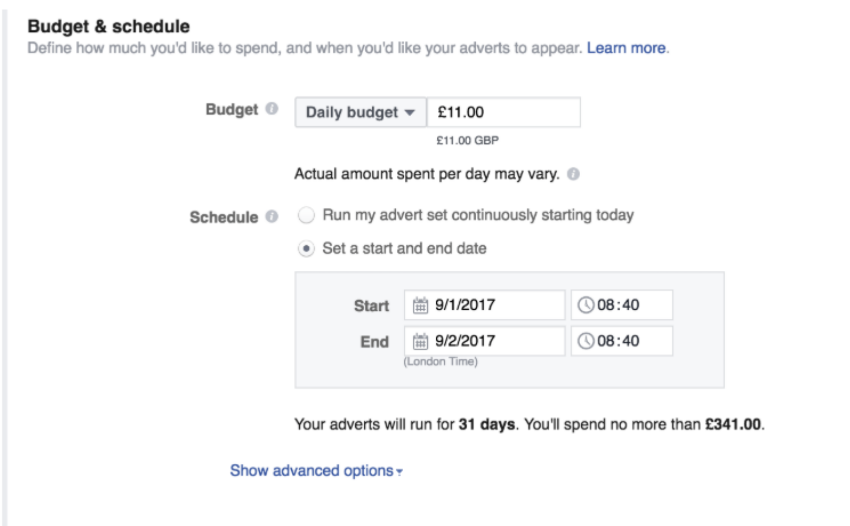
-SC Jump$tart Coalition Teacher Outreach Campaign



5. Define your audience - customizing your target audiences depends on demographics such as: location, age, gender, languages and interests. An estimated daily reach will appear depending on your selections.
We recommend defining your audience as:

- Location: Richland County, South Carolina
- Age: 25-60
- Interests: Teachers; Community; Education; Students; Schools; Richland One; Financial Literacy
- Language: English

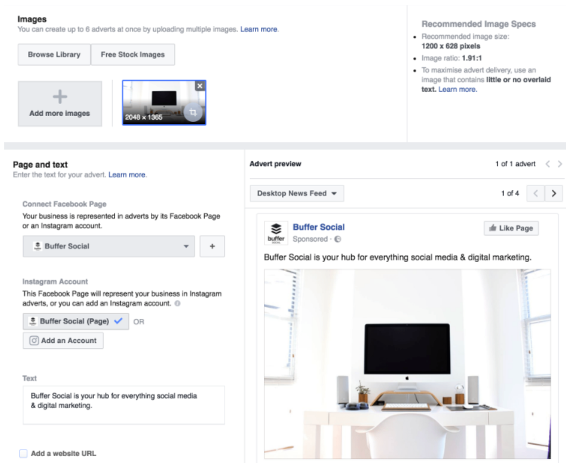
6. Define your budget - this figure will set the maximum amount of money you are willing to spend. A daily budget will specify what you are willing to spend each day. A lifetime budget will specify the total amount of money over the course of the advertisement campaign. As little as $1 can be spent on the campaign, it is entirely up to the organization.



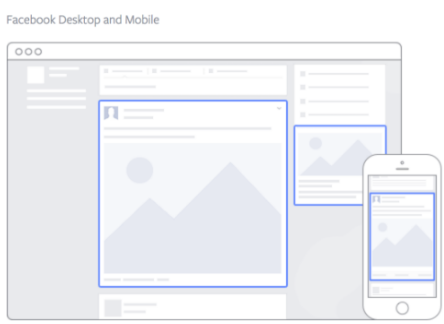
7. Create your ad through the use of images, videos, a body text and a headline. You can use an existing post or create a new post as your advertisement.

We recommend:

- Using a graphic that outlines the contest information.
- Creating or using headline/text like the example provided that draws attention to the advertisement and details provided on the graphic about the contest



8. Choose where your ad will appear on the Facebook newsfeed page.
We recommend choosing the center selection. The center selection is the most noticed.



9. Place your Order by clicking the “Place Order” button at the bottom. Once you ad is submitted, Facebook will review before posting it. You will receive an email confirmation once Facebook has confirmed your ad.

Appendix A: Survey Questionnaire

Dear participant,

We are public relations students at the University of South Carolina conducting research on the personal financial literacy of school-aged children in South Carolina and the resources available to public school teachers.

This assessment will be used to gauge your knowledge of and involvement in financial literacy. This survey should take about 10-15 minutes and all answers will be confidential. If you feel so inclined, you may withdraw from the survey at any time. This survey is intended for South Carolina K-12 teachers only. If you are not a K-12 teacher in the state of South Carolina please do not complete this survey.

1. What grade do you teach?
a. K-5
b. 6-8
c. 9-12

2. How long have you been teaching?
____

3. How far in advance do you plan your lessons?
____

4. Do you incorporate financial literacy into your lessons in the classroom?
a. Yes
b. No
If yes, please explain ____

5. Please indicate your level of agreement with this statement: It is important for students to learn about financial literacy.
a. Strongly Agree
b. Agree
c. Neutral
d. Disagree
e. Strongly Disagree

6. How likely are you to incorporate financial literacy lessons in the classroom?
a. Very Likely
b. Likely
c. Neutral
d. Not Likely
e. Not at all

7. Have you heard of the nonprofit organization South Carolina Jump$tart Coalition?
a. Yes
b. No
If yes, how did you hear about us? ____

8. Are you aware that SC Jump$tart Coalition can provide free financial education resources to use in your classroom?
a. Yes
b. No

9. If a grant were available to help you teach financial literacy in the classroom how likely would you be to apply for it?
a. Very Likely
b. Likely
c. Neutral
d. Not Likely
e. Not at all

10. Do you follow the SC Jump$tart Coalition on Twitter?
a. Yes
b. No

11. How likely would you be to follow the South Carolina Jump$tart Coalition on Twitter?
a. Very Likely
b. Likely
c. Neutral
d. Unlikely
e. Very Unlikely

12. How likely would you be to follow the South Carolina Jumps$tart Instagram account?
a. Very Likely
b. Likely
c. Neutral
d. Unlikely
e. Very Unlikely

13. How likely would you be to follow the South Carolina Jump$tart Coalition on Facebook?
a. Very Likely
b. Likely
c. Neutral
d. Unlikely
e. Very Unlikely

The following questions are optional.

14. To which gender do you most identify?
a. Female
b. Male
c. Transgender Female
d. Transgender Male
e. Gender Variant/Non-Conforming
f. Not Listed
g. Prefer Not to Answer

15. What is your age?
a. 18-24
b. 25-34
c. 35-44
d. 45-54
e. 55-64
f. 65-74
g. 75+

16. What is the highest level of education you have achieved?
a. High School
b. Bachelor’s Degree
c. Master’s Degree
d. Doctoral Degree
e. Other: ____

17. At what school do you teach?
____

18. What is the federal funding status of the school where you teach?
a. Title I
b. Title II
c. Title III
d. Title IV
e. IDEA

Appendix B: Contest Rules

SC Jump$tart Coalition

Social Media Competition

RULES and GUIDELINES

JUMP$TART! FINANCIAL SMARTS FOR STUDENTS

Teaching financial literacy in the classroom is important.

K-12 Teachers in Richland County District One are encouraged to participate in our **FIRST EVER** social media competition - for a chance to win a grant.

It is EASY to participate

If you fit the target demographics for our competition… HERE is how you can get involved.

- **Visit the South Carolina Jump$tart Coalition website** for more details about the Richland One Financial Literacy Competition.
- **Follow South Carolina Jump$tart Coalition** on Facebook.
- **Read the guidelines** for how your class can get involved.
- **Think of creative ways** to incorporate Financial Literacy into your classroom.

Richland One Financial Literacy Competition

Demographic Rules:

- Must be a **current** teacher
- Must be a **public** school teacher
- Must be a K-12 teacher for **Richland School District One**

The ONLY things we ask of you is...

- You must show a sense of **creativity** to get your students involved with the Financial Literacy lesson.
- You must show **proof** of the lesson - and activities - that were involved.
  - If permitted, pictures and videos of students in action are a plus!
- You must provide an **outline** of how a grant would help them in the classroom.
  - School supplies that would be purchased, new activities for students, etc.
- **Write a paragraph or two** outlining why your class deserves to win the competition.
- **Email** SC Jump$tart Coalition your creative spark, proof, outline and paragraphs on why your class deserves to win.
- **Financial Literacy** must be the **main topic** of your lesson.
- The activities must be **new and unique** to the students in your classroom.

Guidelines to keep in mind

- You must **follow** South Carolina Jump$tart Coalition on Facebook.
- You must **share** the South Carolina Jump$tart Coalition competition infographics to your page.
- You must **post** your lesson to Facebook.
- **TAG** South Carolina Jump$tart Coalition in each post.
- **Email** SC Jump$tart the following…
  - Your lesson plan
  - Proof of your lesson (handouts, images, etc.)
  - Outline of how the grant money would be used in your classroom
  - Paragraph or two on why your class deserves to win this competition

South Carolina Jump$tart Coalition encourages you to challenge others to participate!

Appendix C: PTO Presentation

Jump$tart Coalition

JUMP$TART!

FINANCIAL SMARTS FOR STUDENTS

Teaching Financial Literacy in South Carolina

Who Are We?

The **South Carolina Jump$tart Coalition** is a non-profit organization of individuals representing business, government and education, joined to improve the personal financial literacy of South Carolina's youth.

Mission

Jump$tart is a coalition of diverse financial education stakeholders. These organizations work together to educate and prepare our nation's youth for life-long financial success.

Vision

We envision a nation of financially capable youth.

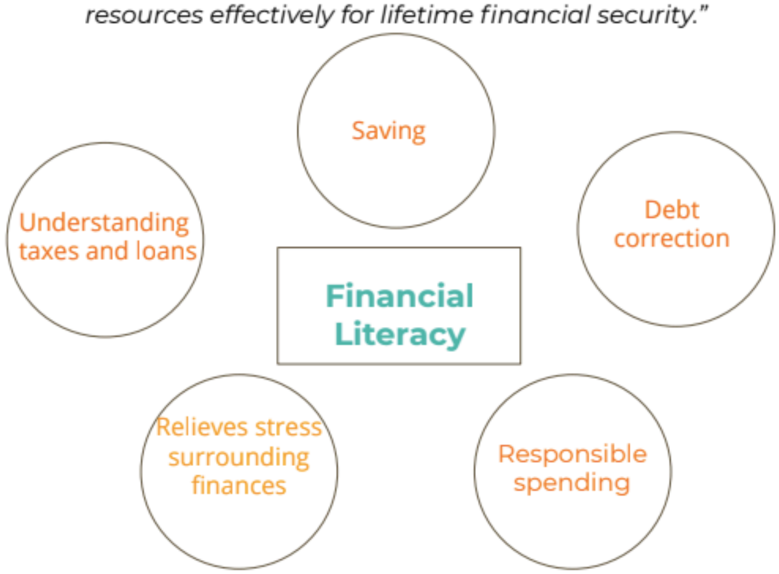
South Carolina Jump$tart Coalition Objectives

- Enhance and improve financial literacy levels of South Carolina's K-12 educators and students
- Promote and develop public awareness of the importance of financial literacy
- Nurture personal financial literacy within the state through a grassroots initiative

JUMP$TART! FINANCIAL SMARTS FOR STUDENTS

Why Is Financial Literacy Important?

Financial literacy is: "the ability to use knowledge and skills to manage one's financial resources effectively for lifetime financial security."



Get involved

Organizations and individuals can make a great impact at the local level. How?

- **Educators:** Incorporate personal finance within your curriculum. Personal finance has been taught successfully to students of all ages and within many core and elective subjects. For more resources, visit the SC Department of Education or go to the Clearinghouse to search according to your grade and subject matter.
- **Parents:** Begin teaching your child about personal finance at a young age and continue to reinforce these skills. See the Links section or the Clearinghouse for more ideas on teaching your child about personal finance matters.

Jump$tart Financial Foundations for Educators

Overview

Our teacher training initiative is a collaborative endeavor designed to standardize teacher training in personal finance using a shared model called *Jump$tart Financial Foundations for Educators®* (J$FFE).

J$FFE, which was designed to ensure consistency and rigor in national teacher training programs, is administered by the Jump$tart Coalition on behalf of its partners and affiliates.

JUMP$TART! Financial Foundations for Educators®

BUILDING KNOWLEDGE & CONFIDENCE IN PERSONAL FINANCE

Resources

Mini Grants

SC Jump$tart awards 20 $500 mini-grants per year to in-school and community financial literacy programs that directly empower children and young adults.

Jump$tart Financial Foundations for Educators

The Model

- Includes curriculum, modules, assessments and J$FFE toolkit documents
- Is licensed, at no cost, to **qualified users.**
- Helps local organizations conduct **professional development programs for teachers** in their area.
- Focuses on teachers as adult learners and as consumers.
- Complements many existing teacher training programs and conferences events.
- Is suitable for teachers at any grade level, regardless of the subject into which the teacher incorporates financial education.
- Promotes **both consistency and customization.**

Richland One Financial literacy Competition

Teachers in the Richland County One School District are encouraged to participate in our **FIRST EVER** social media competition - for a chance to win a grant.

- You must **follow** South Carolina Jump$tart Coalition on Facebook.
- You must **share** the South Carolina Jump$tart Coalition competition infographics to your page.
- You must **post** your lesson to Facebook.
- **TAG** South Carolina Jump$tart Coalition in each post.
- **Email** SC Jump$tart the following...
    - Your lesson plan
    - Proof of your lesson (handouts, images, etc.)
    - Outline of how the grant money would be used in your classroom
    - Paragraph or two on why your class deserves to win this competition

Questions?

Thank You!

Stay connected!

@SC_JumpStart

SC JumpStart Page

@SC_JumpStart

Jumpstart SC Website