



Q1 2025 Marketing Results

Executive Summary

Q1 2025 business results were mixed, with growth in strong contributions from existing account owners, and reduced new account growth compared to 2024.



- Consumer confidence as measured by the Confidence Board* fell for the fourth straight month in March 2025, reaching below even its level during peak inflation in 2022. Consumers' near-term outlook for incomes, business, and labor market conditions fell to the lowest in 12 years, and far below the threshold that usually signals a looming recession.
- Q1 advertising messaging was updated to reflect current consumer confidence trends, and preparations were made for the annual 529 Day promotion.
- E-Gifting enjoyed its highest quarterly contribution level ever.

How 2025 is Shaping Up

- New Account and Contribution Growth as of June 30:
 - New Accounts – 23,219, down 10.2% YoY. Some of the gap seen earlier this year has closed.
 - Total Accounts – 467,738, up 6.5% YoY
 - Contributions - \$704 million, up 8.9% YoY
- 529 Day Promotion Results
 - 1,985 new accounts opened during the promotional window with a qualifying initial deposit of \$50+, a 3.5% decrease versus the 2024 campaign
- Shift in approach to College Savings Month (September)
 - Offer to be featured will incentivize new account openings with lower balance requirements than in previous years to help address lag in 2025's new account trend
- Supporting thought leadership
 - Stephanie Tom and Cassandra DiBenedetto were stand-out speakers at the National Association of State Treasurers (NAST) Conference in Baltimore in June
 - Cassandra's LinkedIn following now exceeds 3,500, and her Instagram channel launched on 7/1

ScholarShare 529 2025 Marketing Plan – Q1 Achievements

| | Goal | Strategy | Achievements |
|---|---|---|--|
| 1 | Gain New Accounts/AUM | <p>Strategically use technology and marketing resources to grow the plan.</p> <p>Marketing Performance Targets:</p> <ul style="list-style-type: none"> • 6% growth in Total Accounts • 4% growth in Contributions • <2% of Total Accounts closed due to rollovers | <p><u>Q1 Results</u></p> <ul style="list-style-type: none"> • New Accounts are down 15% versus Q1 2024 New Accounts. • New Accounts are 23% of Annual Target of 50,000. • Total Accounts of 460,495 are up 7% over Q1 2024. • Contributions are up 14% versus Q1 2024 Contributions. • Contributions are 28% of Annual Target of \$1.413 Billion. • 0.38% of Total Accounts were closed due to rollovers. <p><u>Adjustments to Environment</u></p> <ul style="list-style-type: none"> • New creative developed for declining consumer confidence and buying hesitancy. <p><u>E-Gifting</u></p> <ul style="list-style-type: none"> • Q1 E-Gift Contributions were the highest ever achieved. |
| 2 | Increase Account Owner Diversity | Leverage targeted media and PR/media relations to increase the diversity of ScholarShare 529 account owners. | CalKIDS and multi-cultural media targeting for ScholarShare ads continue to have a positive effect on diversifying our account owner base. Yet, the reliability of our tracking is declining as consumers are less willing to share information. |
| 3 | Cross-sell younger CalKIDS claimants on ScholarShare | Engage CalKIDS claimants with content to spur ScholarShare account openings | Solid progress made toward standing up an email-based content program for the CalKIDS audience. |
| 4 | Grow plan via Employers/RIAs | Continue to build relationships with employers (public and private) and registered investment advisors to attract new account owners. | Work continued to automate follow-up emails and other correspondence to prospective WPS partners via Salesforce. |
| 5 | Support tenured account owners | Continue to enhance the College Countdown program to serve the needs of mature account owners on the cusp of using their 529 savings. | College Countdown website content was regularly refreshed, and current account owners with beneficiaries age 16+ received a monthly email highlighting new information. A 3-part History of Higher Education video series launched and was being amplified in social media. |

ScholarShare 529 Business Results

Marketing Performance Targets

- Q1 New Account growth trails Q1 2024 as consumer confidence declines. We may not achieve our 50,000 target for 2025.
- Total Open Accounts of 460,495 are up 6.9% putting us in a good position to meet our marketing performance target of 474,527.
- Q1 Contributions of \$393 million are up 13.8% versus Q1-2024.

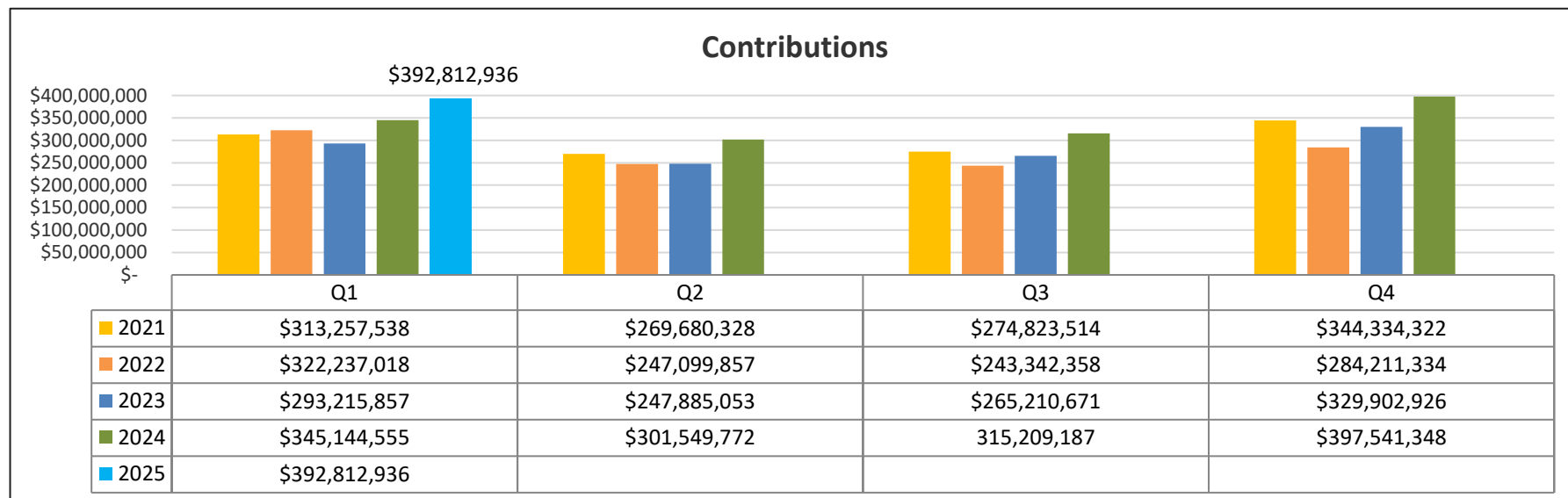
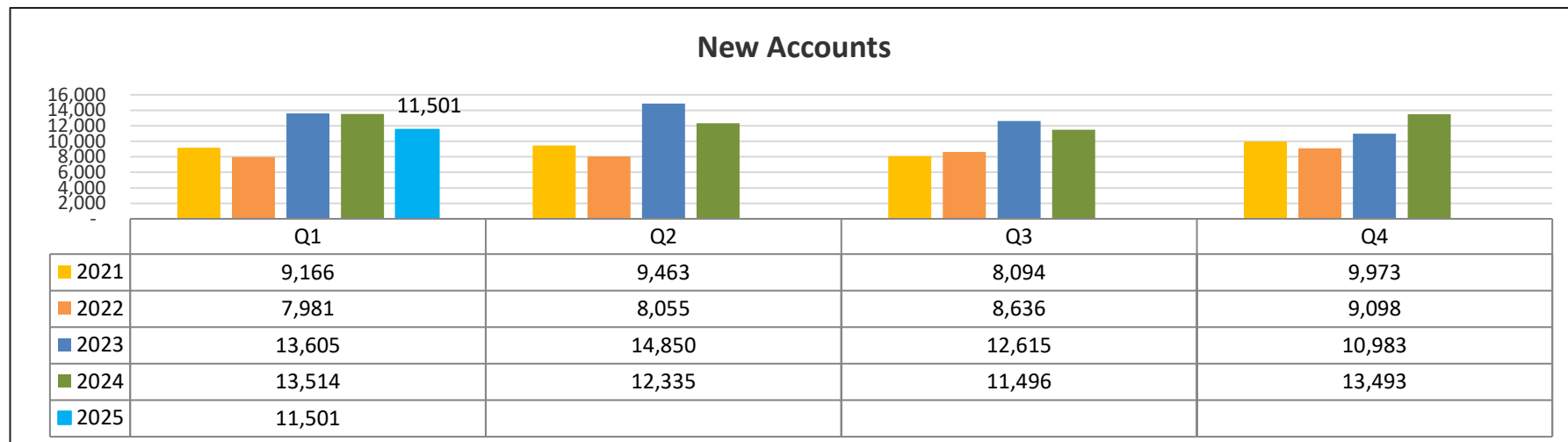
| Accounts and Contributions | March 31, 2024 | March 31, 2025 | % Change |
|---|----------------------------|----------------------------|--------------|
| Total New Accounts Opened | 13,514 | 11,501 | -14.9% |
| Total New Contributions Collected ¹ | \$345 million | \$393 million | 13.8% |
| Growth Rate ² | ScholarShare 529 | Industry | % Difference |
| Annual Asset Growth Rate excluding CalKIDS/Local CSAs | 7.58% | 8.05% | -0.46% |
| Annual Asset Growth Rate including CalKIDS/Local CSAs | 8.79% | 8.05% | 0.74% |
| Rollovers | Year Ending March 31, 2024 | Year Ending March 31, 2025 | % Change |
| % of Plan Accounts Closed Due to Rollovers ³ | 0.36% | 0.38% | 0.02% |
| Accounts and Assets | March 31, 2024 | March 31, 2025 | % Change |
| Total Open Accounts | 430,754 | 460,495 | 6.9% |
| Assets excluding CalKIDS/Local CSAs | \$14.1 billion | \$15.1 billion | 7.60% |
| Assets including CalKIDS/Local CSAs | \$14.4 billion | \$16.5 billion | 8.8% |
| Market Share excluding CalKIDS/Local CSAs | 4.8% | 4.7% | -0.1% |
| Market Share including CalKIDS/Local CSAs | 5.1% | 5.2% | 0.1% |

¹ Excludes CalKIDS.

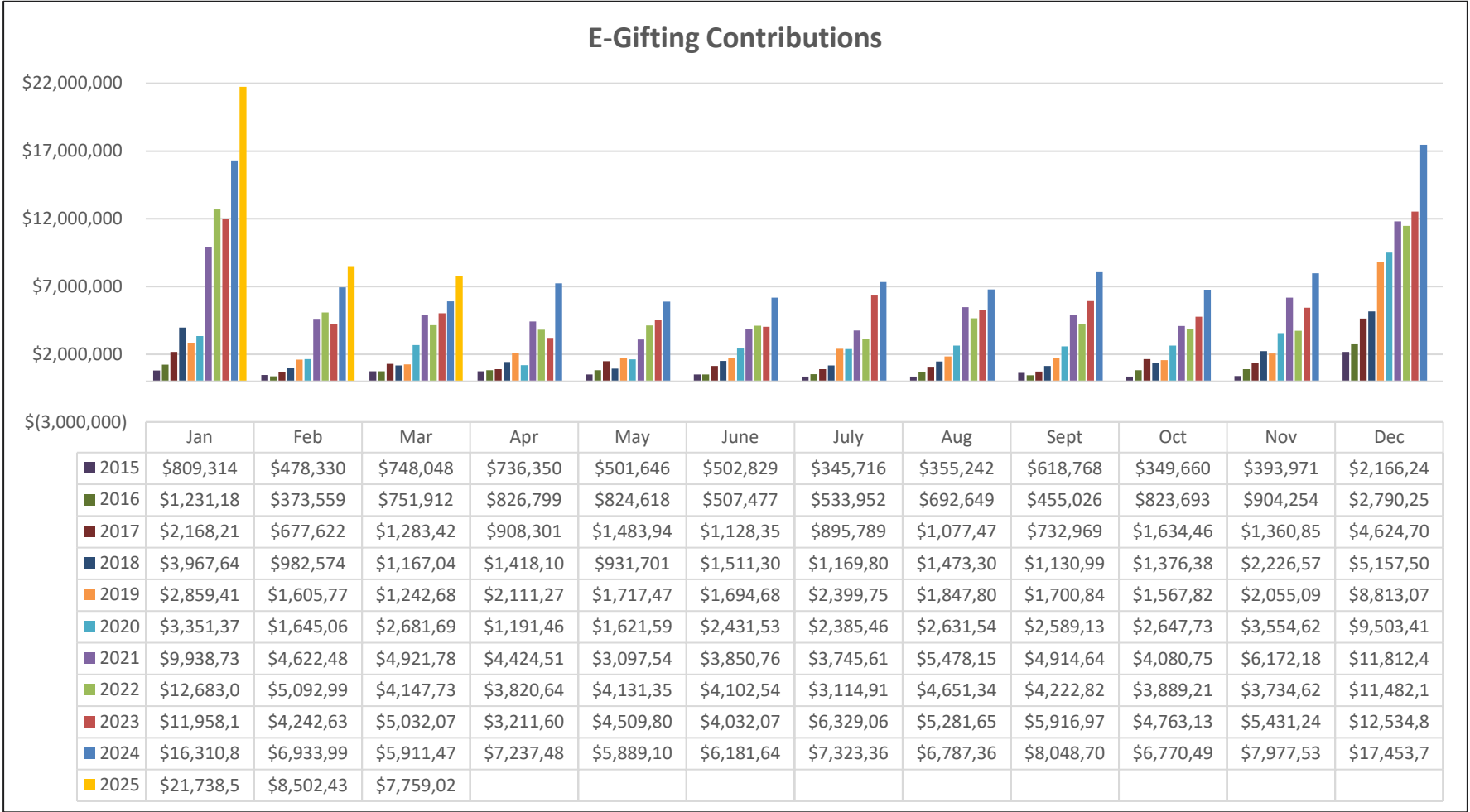
² ISS Market Intelligence – Q1 2025. "Industry" represents all Direct Sold Plans.

³ Excludes accounts closed from rollovers to Roth IRAs.

New Accounts and Contributions

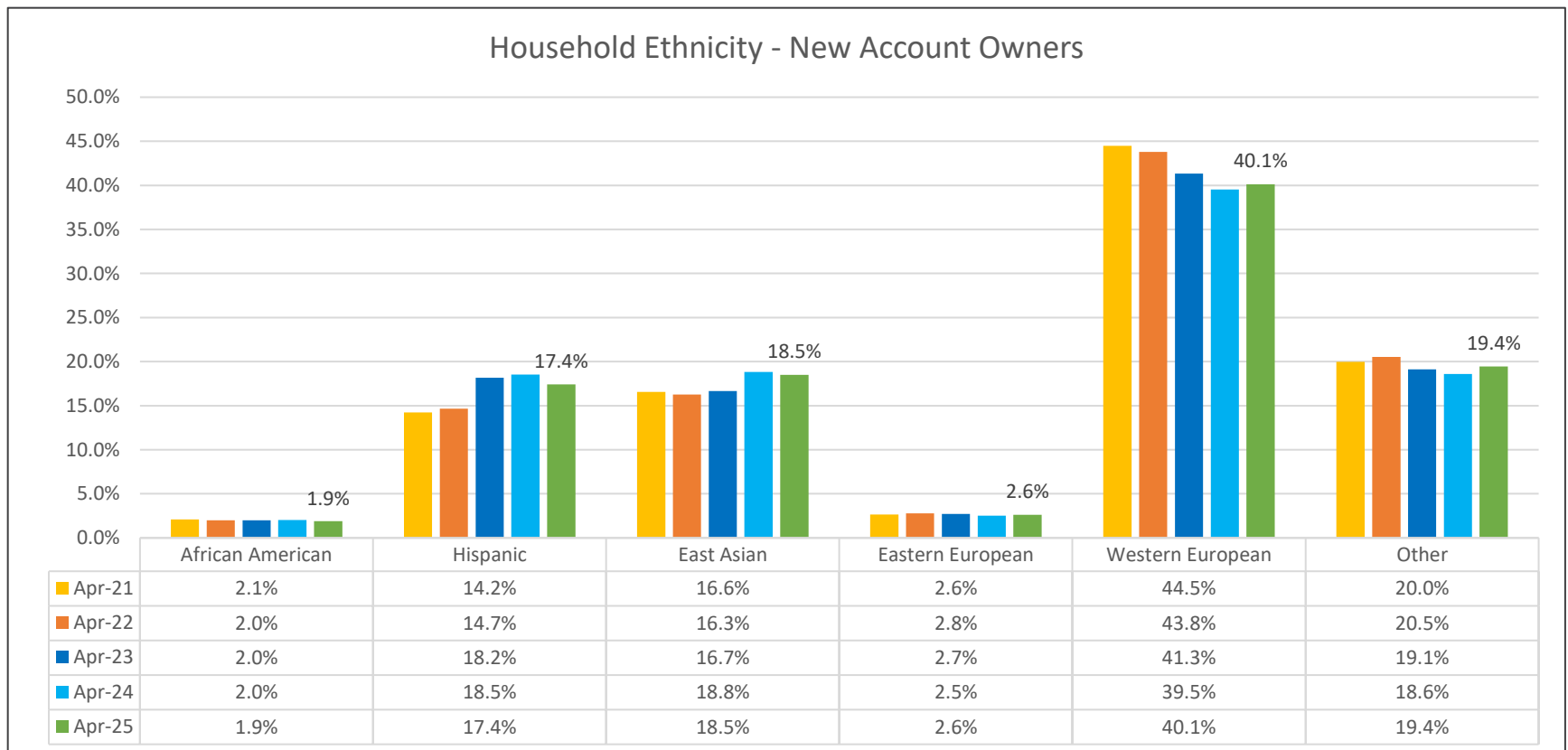


E-Gifting: Q1 2025 E-Gifting Contributions were the highest ever.



Household Ethnicity – New Account Owners

The Trump administration's actions on immigration and deportation have significantly impacted data collection on race, ethnicity, and citizenship. Fewer consumers are sharing this information in surveys, and consequently our ability to accurately track participation by ethnicity is declining.



Employer Outreach Report – Q1 2025

New WPS Partners

1. City of La Canada
2. Haus Labs
3. Merced County
4. Public Risk Innovations, Solutions, and Management (PRISM)
5. Frank Rimerman + Co. LLP
6. Penske Media Corporation (PMC)
7. Tesla
8. City of Fort Bragg
9. Head Royce School
10. City of Compton
11. City of Carson

We **expand** the Workplace Savings Program (WPS) by **partnering** with employers, meeting employees where they are, and delivering **education** that **drives action** and **engagement**.

Grow

13

WPS Lead
Generating
Activities

11

New WPS
Partners

239

New Accounts

\$6.3M

AUM Support
through education

Educate

45*

Education activities
*5 of 45 conducted in
Spanish

218

One-on-One
consumer
consultations

News from The Field

University of California, Berkeley:

At UCB, James Palen hosted a college savings workshop attended by 48 employees, HR surveyed the attendees with 100% of respondents stating the session met or exceeded expectations. The session led to an increase in 1:1 consultations – HR praised the content, James' expertise and the trust built through TIAA – an institution she knows and trusts. Helping strengthen our WPS presences at UCB.

Driving New Account Growth

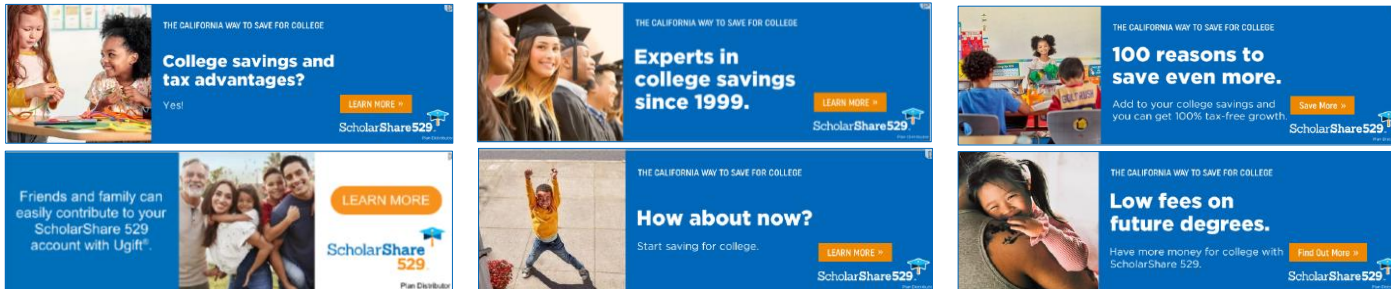
| Audience | Objective | Tactics and Channels | Cadence |
|----------------|---|---|--|
| Prospect | <ul style="list-style-type: none"> • Awareness • Interest • Open new accounts | <ul style="list-style-type: none"> • Search engine Marketing • Display • Email • Direct Mail • Web | <ul style="list-style-type: none"> • Seasonal and Evergreen |
| Inquirers | <ul style="list-style-type: none"> • Open new accounts | <ul style="list-style-type: none"> • Search engine marketing • Display • Email • Direct mail • Web | <ul style="list-style-type: none"> • Seasonal and Evergreen |
| New AO's | <ul style="list-style-type: none"> • Fund and engage with account | <ul style="list-style-type: none"> • Email | <ul style="list-style-type: none"> • Evergreen |
| Account Owners | <ul style="list-style-type: none"> • Continued awareness, engagement and support • Fund accounts • Open additional accounts • Product engagement features | <ul style="list-style-type: none"> • Email • Display | <ul style="list-style-type: none"> • Seasonal and Evergreen |

Tactical Results Year-over Year (YoY)

| Audience | 2025 Q1 Engagement and Conversion Highlights | 2024 Q1 Engagement and Conversion Highlights | YoY Q1 Comparison |
|-------------------------|---|---|---|
| Prospect | <ul style="list-style-type: none"> Display ads generated 1,846 account opens and 78.8M impressions. With a spend of roughly \$552K. Prospect Email (EM) campaign generated 108 RC sign-ups and 239 new accounts to date** | <ul style="list-style-type: none"> Display ads generated 3,107 account opens and 92.5M impressions. With a spend of roughly \$648K. Q1 2024 did not include a Prospect EM campaign. | <ul style="list-style-type: none"> Display saw a 41% decrease YoY in account opens fueled by economic uncertainty and a 17% decrease in budget. YoY Prospect EM comparison not applicable. |
| Inquirers | <ul style="list-style-type: none"> 29% EM unique open rate 5.9% conversion rate with 49 new accounts generated Total opening balance/first contributions of \$593,738 | <ul style="list-style-type: none"> 26% EM unique open rate 5.1% conversion rate with 49 new accounts generated Total opening balance/first contributions of \$348,390 | <ul style="list-style-type: none"> EM engagement slightly increased YoY. Q1 conversion rates and new accounts remained consistent YoY. Total opening balance/first contributions increased 70% YoY. |
| New Account Owners (AO) | <ul style="list-style-type: none"> 40% EM open rate 0.7% account upsell rate with 321 new accounts 48% RC sign-up | <ul style="list-style-type: none"> 37% EM open rate 0.7% account upsell rate with 289 new accounts 48% recurring contribution sign-up | <ul style="list-style-type: none"> EM open rate slightly increased YoY. Account upsell rate remained consistent YoY while new accounts increased by 11%. Recurring contribution remained consistent. |
| Account Owners | <ul style="list-style-type: none"> AO engagement had a 45.8% EM open rate and 2.7% click rate | <ul style="list-style-type: none"> AO engagement had a 36.3% email open rate and 1.9% click rate | <ul style="list-style-type: none"> AO engagement saw a 26% increase in open rate and 42% increase in click rate. |

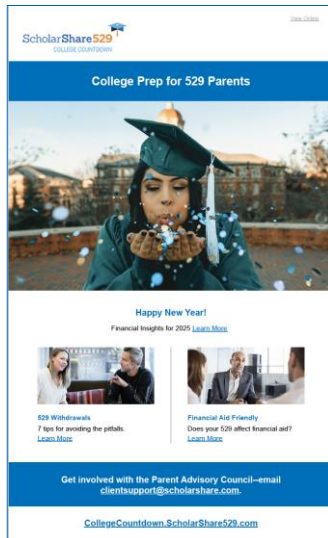
Q1 Evergreen Creative

Banners



College Countdown Emails

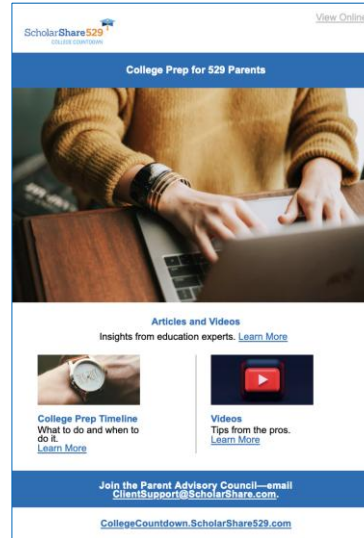
January



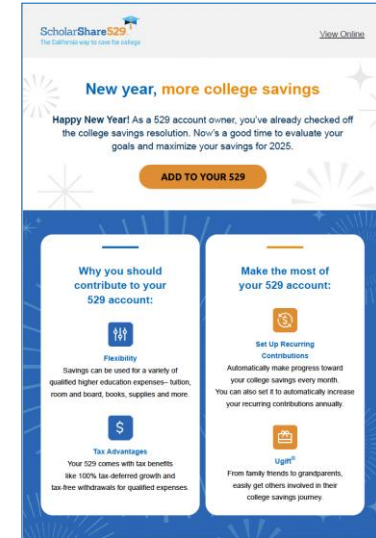
February



March



AO Engagement (Jan)



Q1 2025 Campaign

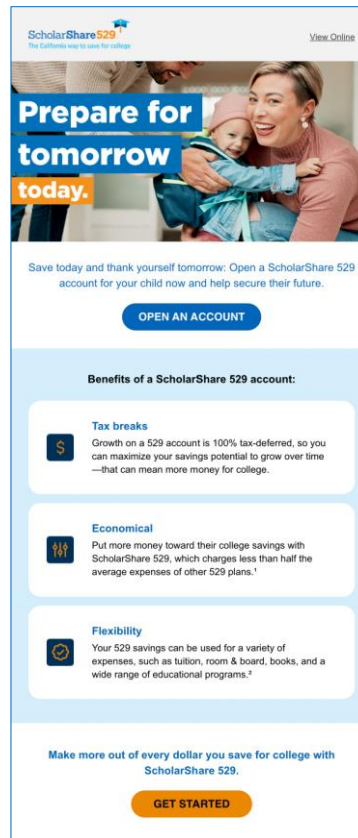
The Q1 2025 campaign ran from January 23 to March 31.

Target

- Prospects

Media

- Emails
- Display
- Secure Site Banner
- Home Page Module



ScholarShare 529[®]
THE CALIFORNIA WAY TO SAVE FOR COLLEGE

[View Online](#)

Prepare for tomorrow today.

Save today and thank yourself tomorrow. Open a ScholarShare 529 account for your child now and help secure their future.

[OPEN AN ACCOUNT](#)

Benefits of a ScholarShare 529 account:

- Tax breaks**
Growth on a 529 account is 100% tax-deferred, so you can maximize your savings potential to grow over time—that can mean more money for college.
- Economical**
Put more money toward their college savings with ScholarShare 529, which charges less than half the average expenses of other 529 plans.*
- Flexibility**
Your 529 savings can be used for a variety of expenses, such as tuition, room & board, books, and a wide range of educational programs.*

Make more out of every dollar you save for college with ScholarShare 529.

[GET STARTED](#)



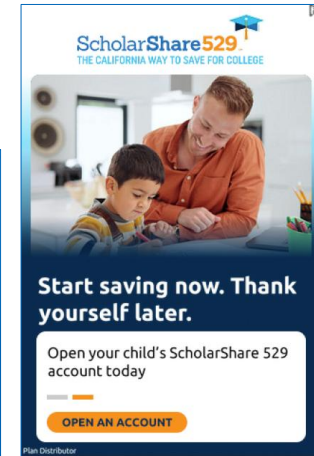
ScholarShare 529[®]
THE CALIFORNIA WAY TO SAVE FOR COLLEGE

[OPEN AN ACCOUNT](#)

Save now. Thank yourself later.

Open a ScholarShare 529 account today

Plan Distributor



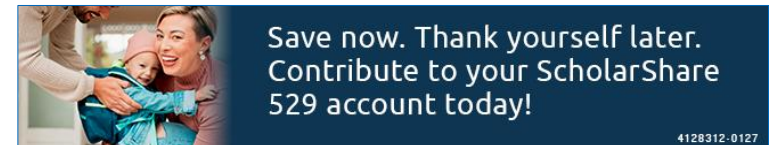
ScholarShare 529[®]
THE CALIFORNIA WAY TO SAVE FOR COLLEGE

Start saving now. Thank yourself later.

Open your child's ScholarShare 529 account today

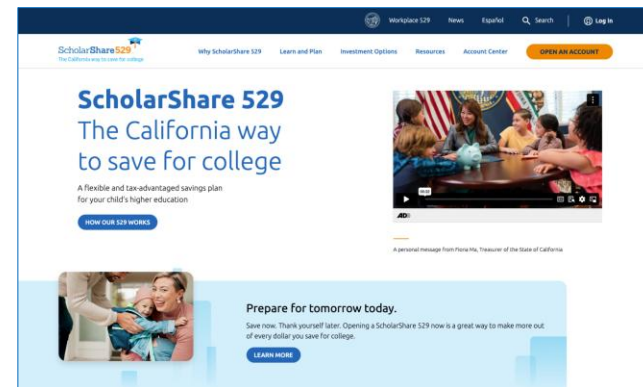
[OPEN AN ACCOUNT](#)

Plan Distributor



Save now. Thank yourself later. Contribute to your ScholarShare 529 account today!

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ScholarShare 529[®]
THE CALIFORNIA WAY TO SAVE FOR COLLEGE

Why ScholarShare 529 | Learn and Plan | Investment Options | Resources | Account Center | [OPEN AN ACCOUNT](#)

ScholarShare 529

The California way to save for college

A flexible and tax-advantaged savings plan for your child's higher education

[HOW OUR 529 WORKS](#)

[LEARN MORE](#)

A personal message from Pamela, Treasurer of the State of California

529 Day Campaign

Results

- 1,985 new accounts opened during the promotional window with a qualifying initial deposit of \$50+, a 3.5% decrease versus the 2024 campaign
- Decline in results reflects continued economic instability related to trade wars and federal government spending cuts

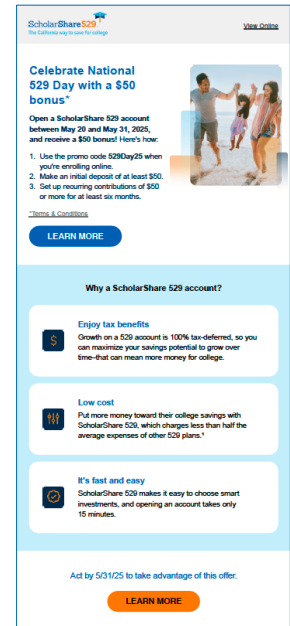
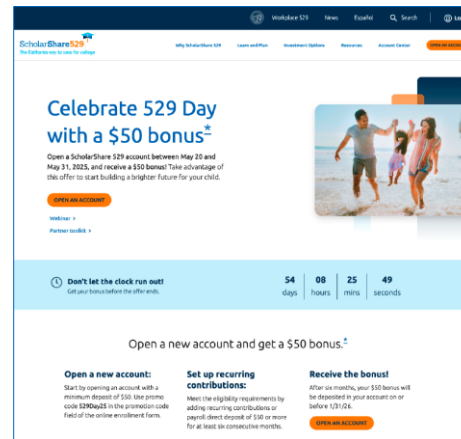
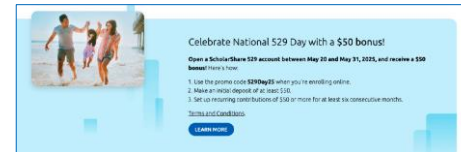
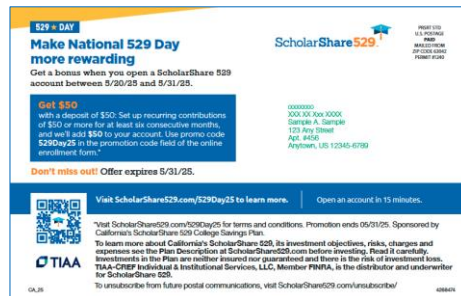
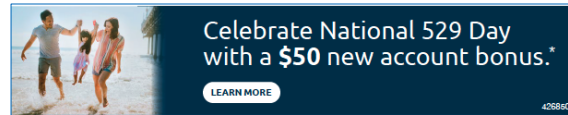
Timing: May 20 - 31, 2025

Targets

- Prospects
- Inquirers
- Existing AOs

Media

- Emails
- Direct Mail
- Display
- Secure Site Banner
- Landing Page
- Home Page Module



ScholarShare 529 – Q1 2025 Social Media

In Q1 2025, ScholarShare 529's social media strategy focused on socially relevant and seasonal content, aligning with key moments throughout the quarter — including Financial Fitness Month in January, Love Month in February, and the transition into Spring. Paid media efforts in January and February supported messaging around financial preparedness during uncertain times. Metrics reflect mainly organic efforts but also include the small paid efforts in January/February.

Total

Followers - 75,653

Reach - 382,286

Impressions - 832,869

Trackable Mentions - 326

Trackable Website Visits - 7,472



Facebook (English)* 2 months paid

- Followers - 59,097
- Reach - 334,531
- Impressions - 773,937
- Trackable Mentions - 136
- Trackable Website Visits - 7,198



Facebook (Spanish)

- Followers - 12,085
- Reach - 231
- Impressions - 531
- Trackable Mentions - 33
- Trackable Website Visits - 27



X

- Followers - 2,758
- Reach - 3,622
- Impressions - 4,520
- Trackable Mentions - 31
- Trackable Website Visits - N/A



LinkedIn

- Followers - 408
- Impressions - 3,516
- Trackable Mentions - 65
- Trackable Website Visits - 59



Instagram

- Followers - 1,106
- Reach - 43,902
- Impressions - 50,365
- Trackable Mentions - 61
- Trackable Website Visits - 188



Threads* Native Analytics not available

- Followers - 199

ScholarShare 529 – Social Media Results

| | Q1-23 | Q2-23 | Q3-23 | Q4-23 | Q1-24 *No Paid | Q2-24 | Q3-24 *1 month Paid | Q4-24 *1 month paid | Q1-25 *2 months paid |
|-----------------------|-----------|-----------|--------------------------------------|-----------|-------------------|-----------|------------------------|------------------------|-------------------------|
| Followers | 73,787 | 73,788 | 73,662 | 73,573 | 76,339 | 76,230 | 76,718 | 75,871 | 75,653 |
| Reach | 1,690,911 | 1,126,138 | 704,457* Lack of paid social | 1,400,666 | 112,489 | 641,176 | 277,092 | 1,031,210 | 382,286 |
| Impressions | 4,466,160 | 3,624,980 | 2,186,376 *Lack of paid social | 2,653,325 | 118,006 | 3,236,187 | 1,094,296 | 3,165,750 | 832,869 |
| Trackable Mentions | 239 | 284 | 276 | 756 | 399 | 537 | 419 | 487 | 326 |
| Trackable Visits | 15,118 | 13,070 | 11,503 | 14,635 | 785 | 18,789 | 6,837 | 15,739 | 7,472 |

ScholarShare 529 Social Media: Q1 Sentiment & Observations

Positive Sentiment:

- In Q1 2025, ScholarShare 529's social media strategy continued to position the program as a trusted resource for California families by delivering seasonally relevant and educational content.
 - **Financial Fitness Month (January):** This content series performed especially well, resonating with families seeking to establish stronger financial habits at the start of the new year. The posts emphasized long-term planning and the benefits of early savings, reinforcing ScholarShare 529's value proposition.
 - **Spring Guides (March):** As the season shifted, the Spring Guides provided timely and approachable savings advice, generating strong engagement and positive feedback from the community.
 - **Content Formats:** In terms of format, carousel posts and reels consistently outperformed other content types, highlighting the audience's preference for easily digestible, informative, and visually dynamic storytelling.

Observations:

- Across platforms, Q1 2025 saw a general decline in metrics when compared to the previous quarter. This shift can be partly attributed to broader external factors, including the current political and economic climate, which has seen users reducing social media activity or leaving certain platforms altogether.
- Additionally, it's important to note that Q4 2024 was supported by a \$10K paid media investment, whereas Q1 2025 operated with a more limited \$2K ad spend. This reduction in budget highly contributed to the decrease in overall visibility and reach.
- Despite these headwinds, campaigns like Financial Fitness Month and Spring Guides demonstrated that strategically crafted, seasonally relevant content — particularly in carousel and video formats — continues to engage and resonate with ScholarShare 529's target audiences.

Outreach Events Summary

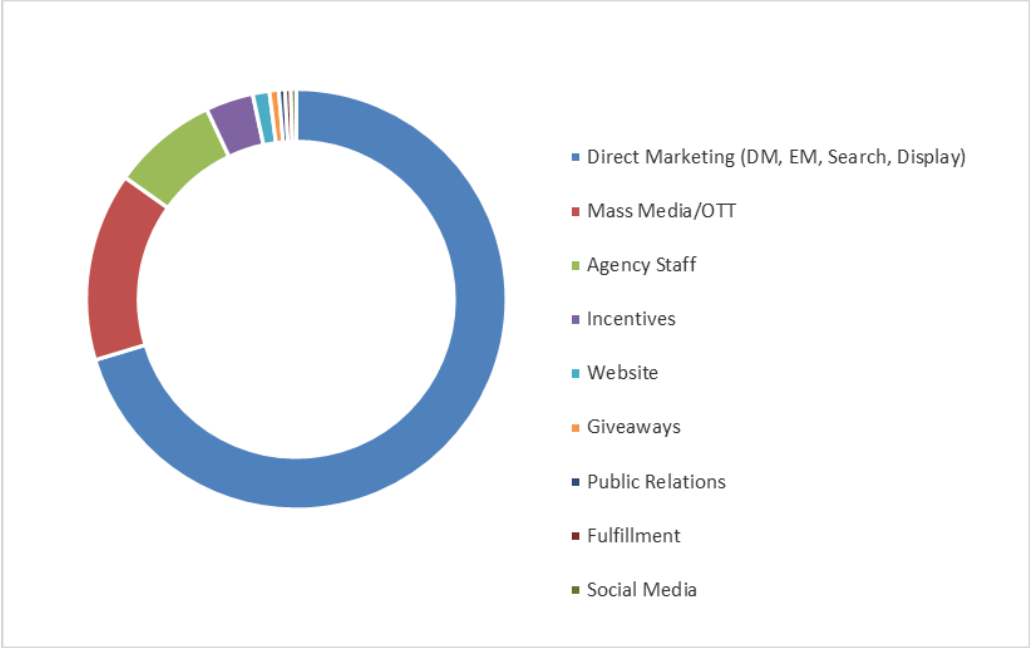
SIB Staff and the TIAA Field Consultant Team attended the following events in Q1 to promote ScholarShare 529 and CalKIDS to California families.

| Number of Events | Estimated Number of Attendees | List of Select Events |
|------------------|-------------------------------|---|
| 106 | 22,282 | Torrance Unified School District, Archie Williams Success Network, Los Angeles County Office of Education, Small School Districts Association, San Francisco Department of Children, Youth, and their Families, California School Personnel Commissioners Association, Dreamz Into Goals, San Diego Unified School District, Cal-SOAP Sacramento, Da Vinci Charter Schools, Cerritos College, San Bernardino County, Sony Pictures Entertainment, City of Fort Bragg, Graton Resort & Casino, Familias Unidas, Penske Media Corporation, CalGovHR, Women in Insurance and Finance, Sacramento City Unified School District, California State Lands Commission |

Appendix

2025 Marketing Budget

| Category | Spending thru 3/31/2025 |
|--|----------------------------|
| Direct Marketing (DM, EM, Search, Display) | \$ 2,477,904 |
| Mass Media/OTT | \$ 511,262 |
| Agency Staff | \$ 286,723 |
| Incentives | \$ 129,555 |
| Website | \$ 45,154 |
| Giveaways | \$ 25,467 |
| Public Relations | \$ 16,721 |
| Fulfillment | \$ 15,557 |
| Social Media | \$ 14,608 |
| TOTAL | \$ 3,522,951 |



Personal Savings Rate

Current economic and world conditions continue to create hesitancy among prospects in our sales pipeline.



Source: ISS 529 Quarterly Update 1Q 2025

ScholarShare 529 Social Media: Q1 Facebook Samples

 ScholarShare California's 529 College Savings Plan is in San Diego County, California. Published by Instagram January 3

January is Financial Fitness Month! Ready to get in shape? 🏋️ A ScholarShare 529 account is a great tool to help your family build financial strength. With easy ways to ... [See more](#)



Saving early can create strong future.

Financial Fitness Month with ScholarShare 529. Start saving today at [ScholarShare529.com!](#)

 ScholarShare California's 529 College Savings Plan is in Los Angeles County, California. Published by Instagram March 25 at 6:31 PM

Spring cleaning isn't just for your closet—it's also a great time to freshen up your family's college savings strategy! Swipe through to see our checklist on how you ca... [See more](#)




Declutter Your Budget
Take a look at your family's financial plan and see where you can set aside funds for future education costs. A little organization can go a long way!

Spring Cleaning Checklist: College

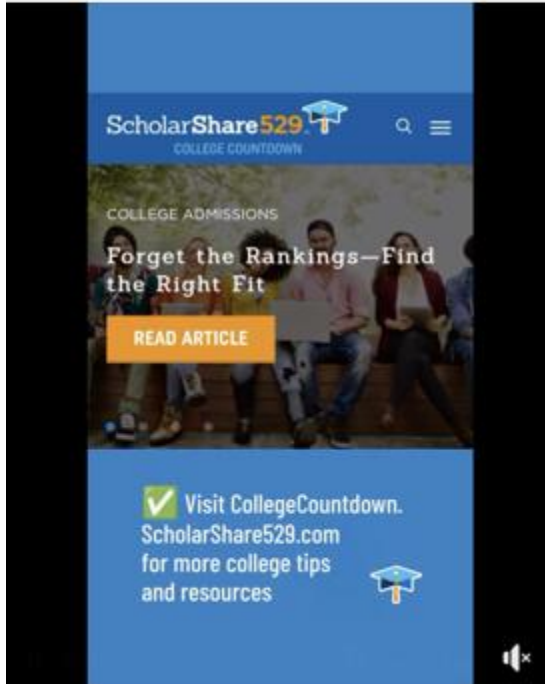
Refresh Gifting Options
Did you know family and friends can contribute to a 529 account? It's a thoughtful way to celebrate milestones while also saving for college.

Tidy Up Savings Goals
Review your family's college savings strategy and check if any adjustments are needed.

Sweep Through Your To-Do List
Make time to check out [ScholarShare529.com](#) and see how opening a 529 account or setting up recurring contributions can fit into your family's financial picture.

 ScholarShare California's 529 College Savings Plan is at Bay Area, California. Published by Instagram March 27 at 7:54 PM

Spring is a busy season for high school juniors, high school seniors, and their parents. Stay on top of things with these important to-dos to get ready for college and ... [See more](#)



ScholarShare529 COLLEGE COUNTDOWN

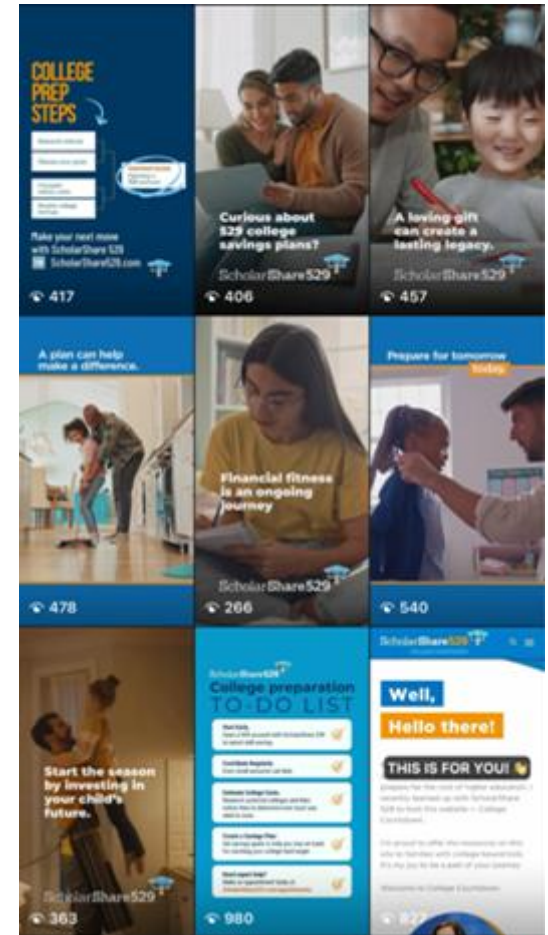
COLLEGE ADMISSIONS

Forget the Rankings—Find the Right Fit

[READ ARTICLE](#)

Visit [CollegeCountdown.ScholarShare529.com](#) for more college tips and resources

ScholarShare 529 Social Media: Q1 Instagram Samples



ScholarShare 529 Social Media: Q1 LinkedIn Samples

ScholarShare 529
408 followers
3mo · 🌐

Today, we celebrate the life and legacy of Dr. Martin Luther King Jr., whose words remind us of the power of education, which can be the foundation for opportunity, empowerment, and progress.

"The function of education is to teach one to think intensively and to think critically. Intelligence plus character—that is the goal of true education."

DR. MARTIN LUTHER KING JR.'S "THE PURPOSE OF EDUCATION" DELIVERED AT MOREHOUSE COLLEGE ON OCTOBER 26, 1947

Martin Luther King Jr. Day reminds us of the power of education to inspire change and create opportunities for a brighter future. Today, ScholarShare 529 continues to support Dr. King's vision by providing families with a platform that can help pay for their children's education.

By investing in your child's future, you can contribute to a legacy of growth and empowerment. While the journey to achieving educational goals can feel complex, ScholarShare 529 can help simplify the process, offering families a trusted way to save money for college.

This MLK Day, take a moment to reflect on the importance of education in shaping the next generation of leaders. Whether you're just starting to learn about saving for your child's future or looking for ways to enhance your current plan, ScholarShare 529 is here to provide support and guidance every step of the way.

ScholarShare 529
408 followers
1mo · 🌐

Empower your workforce with ScholarShare 529. With over 1,300 employers and 88,000 employees participating across industries—from high tech to healthcare, and from city governments to state agencies—our Workplace Savings Program is a way to invest in employees. Your company can be part of a growing network to help your employees save for college too! Visit ScholarShare529.com to bring this benefit to your team.

Savings for Education in the Workplace

Savings for Education in the Workplace...

Employer Benefits
Integrates existing 401(k) or 403(b) benefit plans
Maintains no employee or reporting requirements
Costs employer nothing

Employee Benefits
Helps maximize savings with tax-deferred growth
Provides hassle-free rollover of a payroll direct deposit
Offers low fees and no annual fees
Gives a range of investment options
Allows families to avoid penalties

Visit ScholarShare529.com
to bring this benefit to your team.

ScholarShare 529
408 followers
2mo · 🌐

They say the best preparation for tomorrow is doing your best today. Things don't always go as expected, but having a plan can help make a difference... like saving for college! Learn more at ScholarShare529.com today. #collegesavings #highereducation #529plans


Start now. Thank yourself later.

To learn more about California's ScholarShare 529, its investment objectives, risks, charges and expenses see the Plan Description of ScholarShare529.com before investing. Read it carefully. Investments in the Plan are neither insured nor guaranteed and there is the risk of investment loss. TIAA-CREF Individual & Institutional Services, LLC, Member SIPC, is the distributor and underwriter for ScholarShare 529. Prior to investing, check with your home state to learn if it

ScholarShare 529 Social Media: Q1 X and Threads Samples

ScholarShare 529 @ScholarShare529 · Mar 20 Promote

Just like flowers take time to bloom, college savings can take time to potentially grow. Join our live webinar on March 26th from 11:00 am-12:00 pm PDT to explore how a 529 plan can fit into the picture. Register today for free at ScholarShare529.com/events!



Planning early for college can help their future bloom!
Let ScholarShare 529 guide you.
Register today for free at ScholarShare529.com/events!

ScholarShare 529 @ScholarShare529 · Jan 20 Promote

Today, we celebrate the life and legacy of Dr. Martin Luther King Jr., whose words remind us of the power of education, which can be the foundation for opportunity, empowerment, and progress.

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| <p>"The function of education is to teach one to think intensively and to think critically. Intelligence plus character—that is the goal of true education."</p> <p><small>DR. MARTIN LUTHER KING, JR.'S "THE PURPOSE OF EDUCATION"</small></p> | <p>Martin Luther King Jr. Day reminds us of the power of education to inspire change and create opportunities for a brighter future.</p> <p>Today, ScholarShare 529 continues to support Dr. King's vision by providing families with a platform that can help plan</p> |
| <p>By investing in your child's future, you can contribute to a legacy of growth and empowerment.</p> <p>While the journey to achieving educational goals can feel complex, ScholarShare 529 can help simplify the process, offering families a trusted way to save early for college.</p> | <p>This MLK Day, take a moment to reflect on the importance of education in shaping the next generation of leaders.</p> <p>Whether you're just starting to think about saving for your child's future or looking for ways to enhance your current plan, ScholarShare 529 is here to provide support</p> |

ScholarShare 529 @ScholarShare529 · Jan 23 Promote

Ready to crush the Mid-Month Financial Fitness Challenge? Take these steps now to invest in your child's future. Let's automate, plan, and celebrate every milestone together. Head to ScholarShare529.com and start your journey today!

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| <p>Challenge #1: Automate Contributions</p> <p>Set up automatic monthly contributions to your ScholarShare 529 account this week. A little bit a month can add up over time!</p> | <p>Challenge #2: Review Your College Savings Goals</p> <p>Take 15-30 minutes this week to review your family's financial goals for 2025. Are you on track with your child's education savings?</p> |
| <p>Challenge #3: Invite Family and Friends to Gift</p> <p>Send a ScholarShare 529 gifting link to friends and family—encourage them to support your child's future for birthdays, holidays, or just because!</p> | <p>Challenge #4: Share Your Progress</p> <p>Post about your Financial Fitness Month journey such as what you've learned, how you have started, or what action steps you're taking... and tag us!</p> |

ScholarShare 529 – Q1 Mentions & Shares

Most active in supporting ScholarShare 529 in Q1 (based on mentions, shares, reposts):

- California State Treasurer's Office and California State Treasurer, Fiona Ma
- Advocates and account holders
- Non-profit and organizations
- College Countdown Contributors

