

# greenlight Partner Marketing Playbook



# Welcome

Welcome to Greenlight. We're thrilled you've chosen to partner, and together we can help parents raise financially-smart kids and teens.

This document will guide you on the journey to educate your customers/members and prospects about our partnership. You'll see brand guidelines, best practices, and helpful how-tos paired with successful examples of how to leverage our assets to create meaningful marketing moments.

As you have questions activating your Greenlight program, reach out to your partner success manager as a resource.

**Let's shine a light on the world of money.**

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## Campaign Playbook (*coming soon*)


Who is Greenlight?

# Greenlight

Greenlight was founded to shine a light on the world of money for families.

**Together we can help your customers/members raise financially-smart kids and empower families to navigate life together.**





# Financial literacy creates confidence, happiness, and wellness.

**Many Americans have a hard time teaching their kids about money, but they want to.**

- 78% of adults lose sleep worrying about finances.
- Parents rank financial literacy as the **#1** most difficult life skill to teach.
- **30** states require a personal finance course for high school students.
- Teens score an average of **D-** on financial literacy tests.
- **73%** of teens want more personal finance education.

# Greenlight built the best ways for families to learn about money.

**Today, we empower 6M+ parents and kids to learn to earn, save, spend wisely, invest, and build credit together.**

Major partnerships to expand our reach

**CHASE** 

**Morgan Stanley**

**T Mobile**

**amazon kids**

# 6M+

kids and parents use  
Greenlight

# 95%

of parents say Greenlight helps  
teach financial responsibility

# 4.8

app store rating with 300k+  
reviews

# Our impact on families is undeniable.

“

Of the numerous bank accounts, debit cards and financial apps, **Greenlight is the Wall Street Journal's top pick for kids and teens** thanks to its robust safety and educational features that grow with your child and family.

—The Wall Street Journal

“

Teaching kids smart spending and saving habits in this cashless world is made **a lot easier with this genius app**, which we find easy to use.

—Good Housekeeping

“

Greenlight is **fun to use** because of its state-of-the-art user experience. It provides **a well-designed path through personal finance** concepts and is skillful in its execution.

—PC Magazine

And more  
praise from



The New York Times



REALSIMPLE



Parents

# Now, you'll bring the best of Greenlight to your families.

## Exclusive benefit

- Free when your families connect your bank account

## Cashless convenience

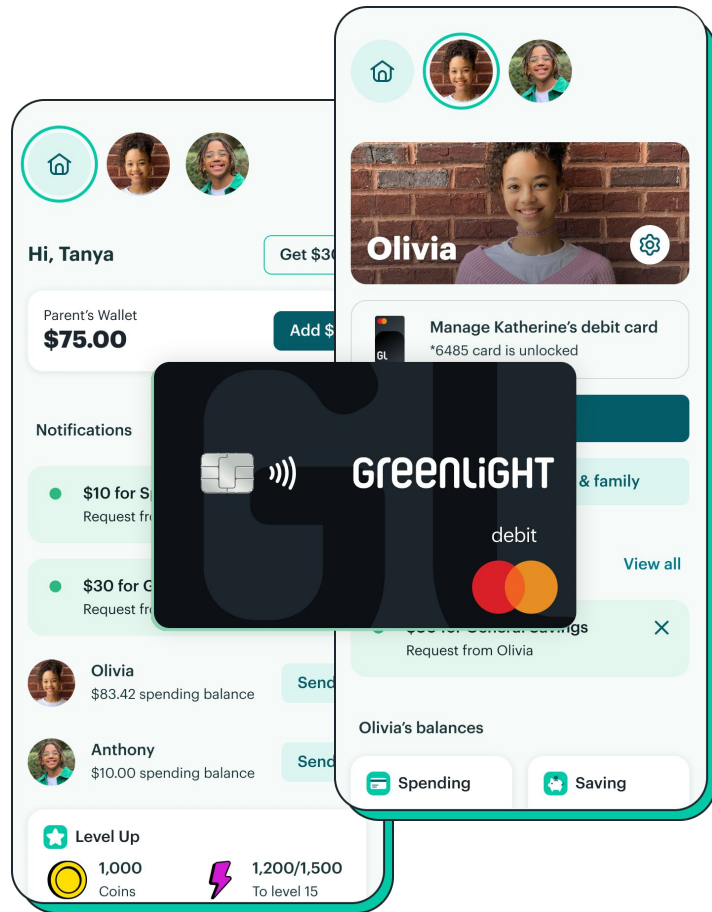
- Debit cards for up to 5 kids
- Automated chores & allowance
- Instant money transfers to kids

## Peace of mind

- Real-time spending notifications
- Flexible parental controls
- FDIC insured funds of up to \$250,000
- Market leading card controls
- Mastercard's Zero Liability Protection
- 

## A head start on their financial journey

- 1% on savings
- Round-ups + Parent Paid Interest
- Financial literacy games, quizzes and more



# Product overview

# Product Demo Video

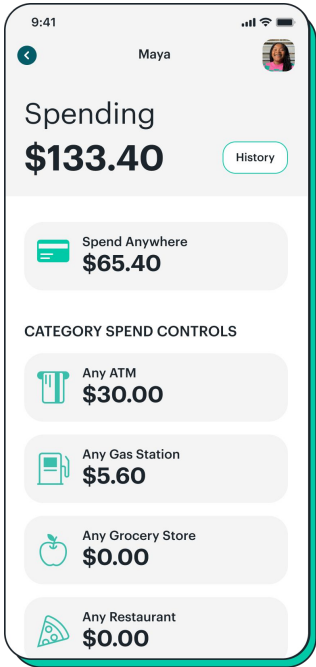
In the demo video provides a detailed step-by-step overview of how to use the Greenlight app. You can learn to move money, check kids' spending balance, update spend controls, add savings and savings goals, set up and manage chores and more.

This video should only be used internally to educate employees about how to use the Greenlight App.

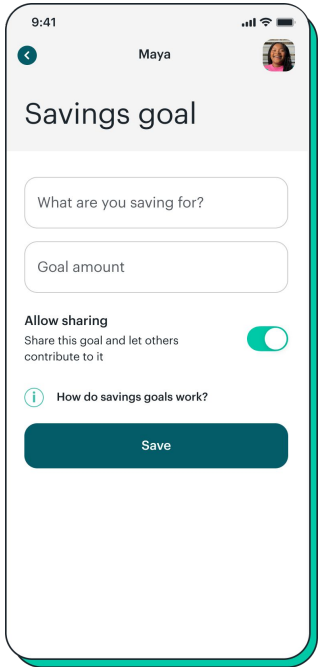


# Greenlight Select, at a glance

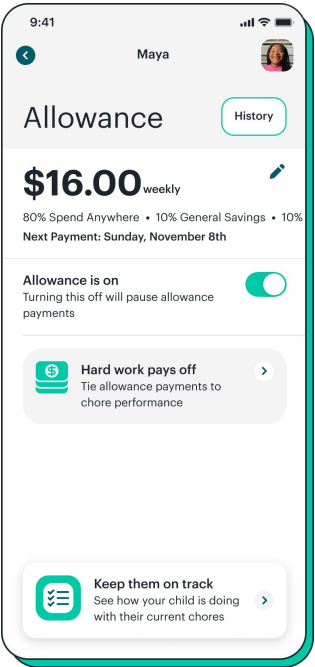
## Spend



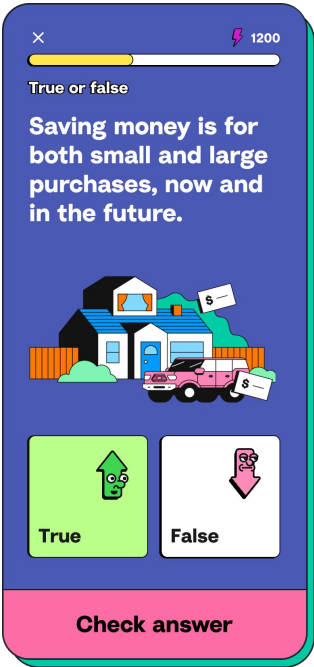
## Save



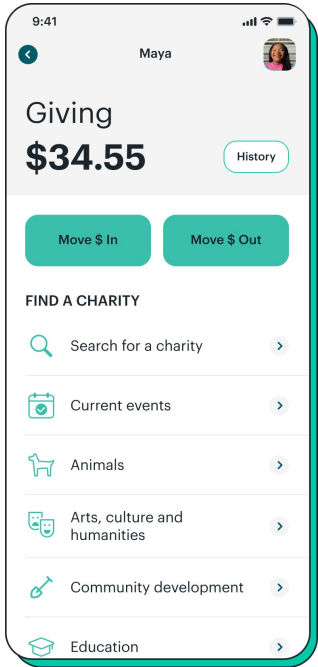
## Earn



## Learn



## Give



# The Greenlight Product

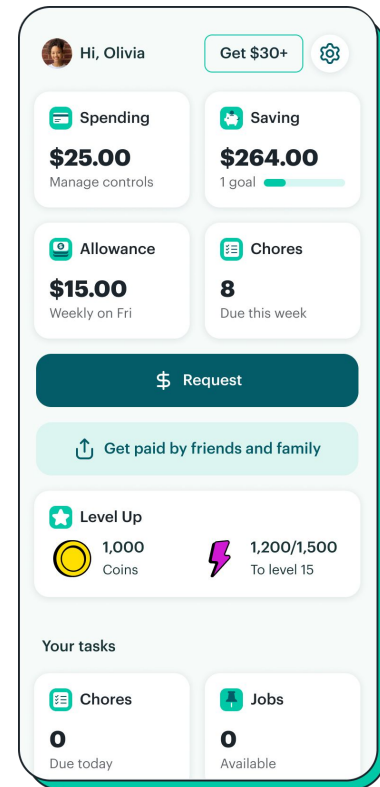
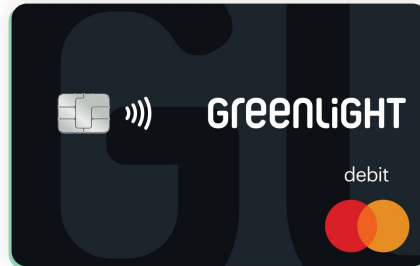
**Kids and teens learn to earn, save, and spend wisely with Greenlight's debit card and award-winning money app**

## Spend

- Give kids and teens a debit card of their own
- Send money instantly
- Parents can set spend controls and get alerts on spending
- Rest easy with FDIC insurance up to \$250,000

## Save

- Empower kids to achieve their financial goals
- Set Savings Goals and Round Ups on purchases
- Enable parent-paid interest to teach the power of compound growth
- Earn 1% back with Greenlight savings rewards



# The Greenlight Product

**Empower kids to own their financial journey —  
from earning to education to embracing generosity**

## Earn

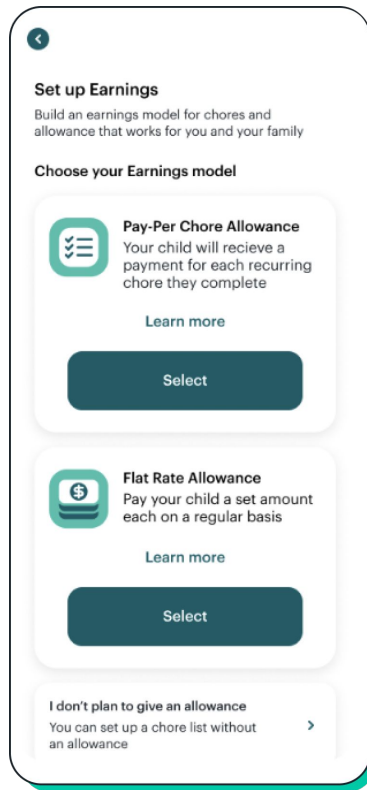
- Assign recurring or one-off chores and jobs
- Automate allowance: chose cadence, flat rate, or tie to chore completion
- Receive timely chore updates
- Teach kids the value of money and hard work

## Learn

- Unlock challenges, videos, game coins, and rewards with Level Up™
- Reinforce financial literacy concepts
- Cultivate money confidence for life

## Give

- Donate to causes of their choice
- Discover the missions that matter to them
- Instill a practice of generosity



# Spend: Help kids and teens spend wisely

## Parent Wallet

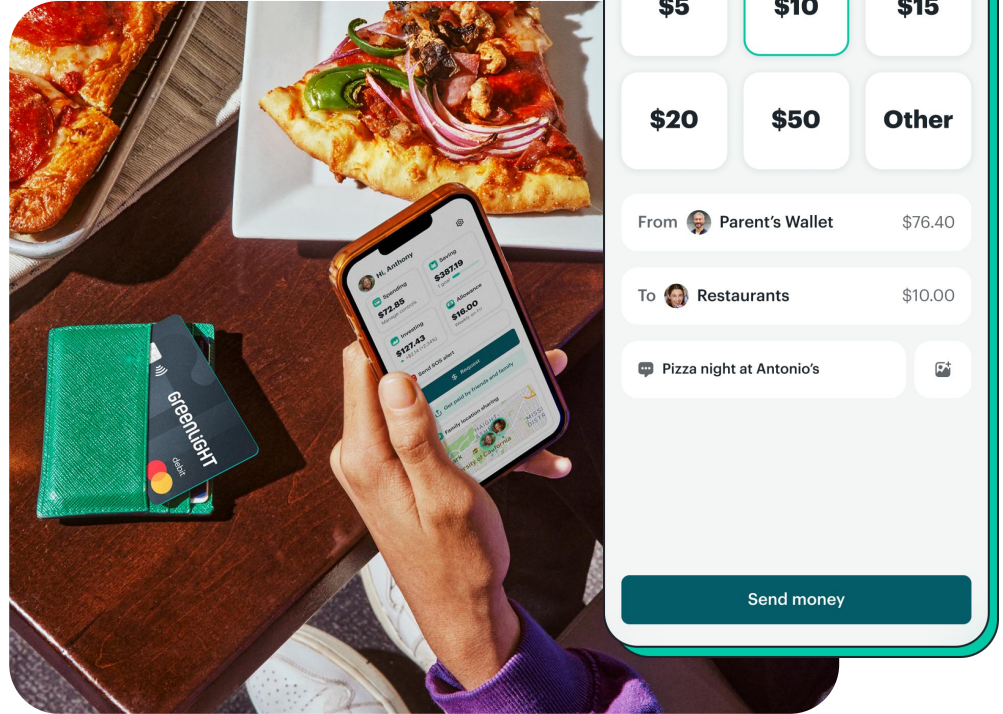
- Connect partner bank account to fund their parent wallet
- Enable separate funding sources for each parent
- Choose a date or amount to set up auto funding
- Transfer funds to kids debit card, savings, allowance, or giving accounts

## Debit card with visibility

- Set spending controls by category or store
- Send money to kids and teens instantly
- View card purchase history
- Turn card on/off with a tap
- Get alerts for transactions, with details on amount spent and where

## Other ways to fund

- Transfer kids paycheck directly to their Greenlight account with Direct Deposit
- Receive money from friends and family for IOUs, gifts, and more – just share their QR code or paylink



# Save: Empower kids and teens to achieve their financial goals

## Savings Goals

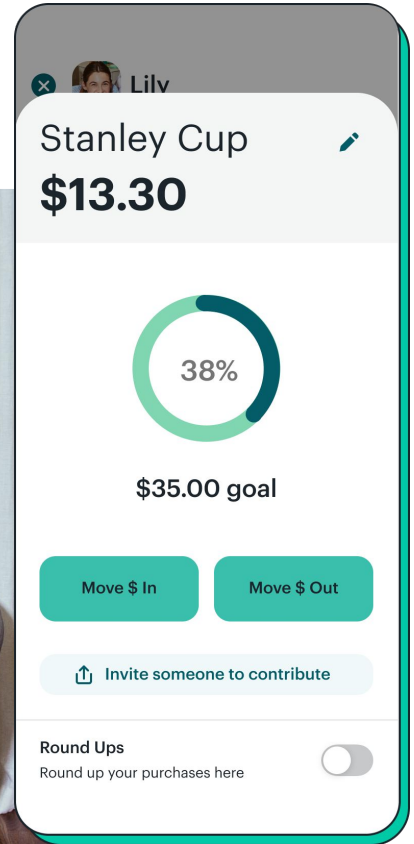
- Allow kids to save for what they want – whether it's new shoes, concert tickets, or a car
- Parents can set money aside with a dedicated savings balance
- Parents can send money straight to savings, or allocate part of their allowance to saving

## Savings Boosts

- Earn 1% on Savings
- 'Round up' purchases and auto-save spare change
- Reward kids for smart saving habits – match their savings 1-100% with parent paid interest

## Prepare to Celebrate

- Share goals and invite family and friends contribute to savings goals
- Monitor progress and witness kids and teens accomplishments



# Earn: Help kids and teens learn the value of responsibility, hard work, and earning

## Allowance

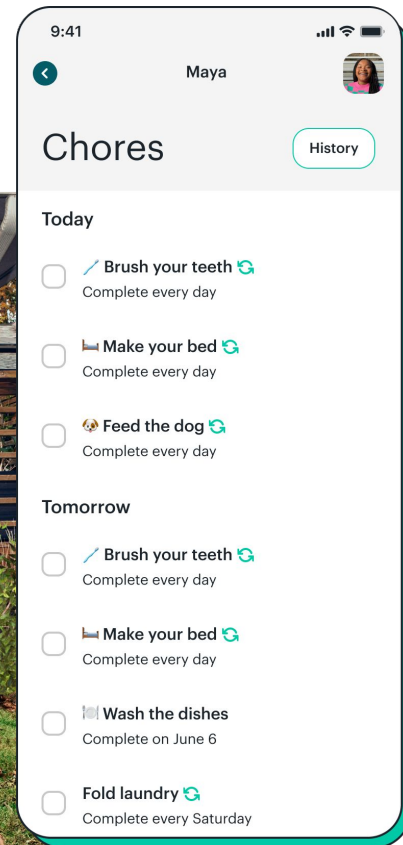
- Decide when and how often payout hit
- Divvy earnings between spending and saving Pay a flat rate, all or nothing, or a percentage – with the option to link allowance to chores

## Chores

- Add one time or recurring chores
- Full visibility of chore schedules
- Track completion, earnings, and send reminders

## Jobs

- One time, often optional tasks that are not tied to allowance
- Assign with a conditional monetary amount, based on satisfactory completion
- Get paid by friends and family directly through the dashboard by sharing a pay link



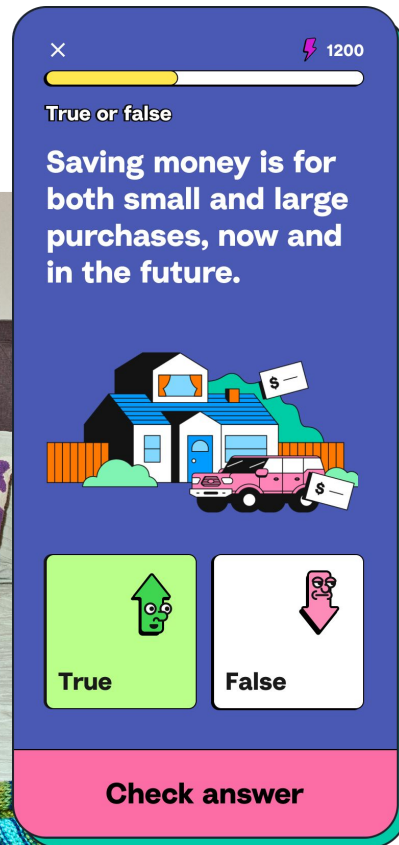
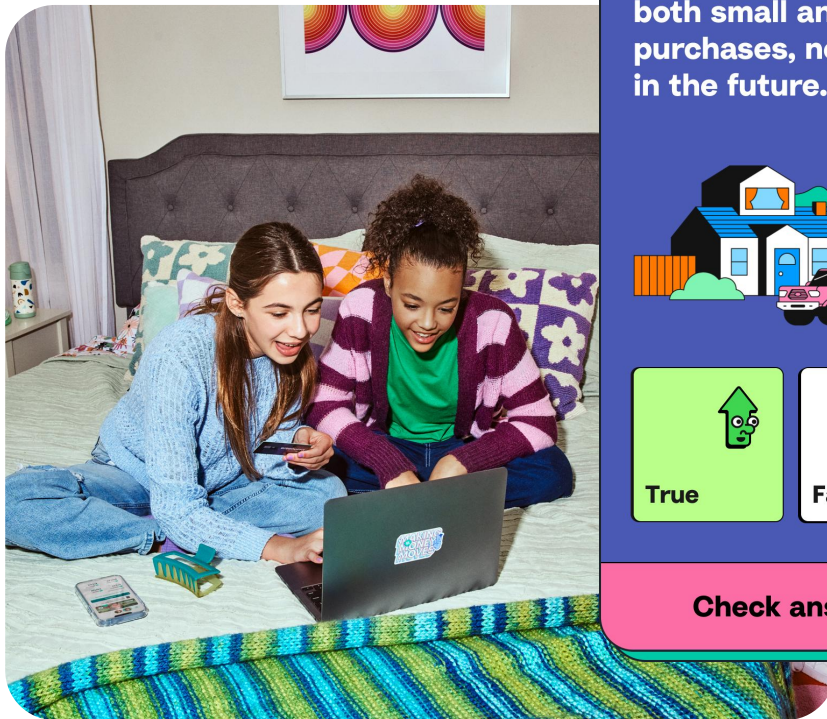
# Learn: Empower kids to own their financial journey

## Greenlight Level Up™

- Bite sized challenges that lock in financial literacy
- Fun videos, minigames, and quizzes that empower players with money skills for life
- Game time that teaches the power of earning, saving, and investing
- Developed with certified financial education experts
- Free personal finance resource library mapped to K-12 state standards

## Learn by doing

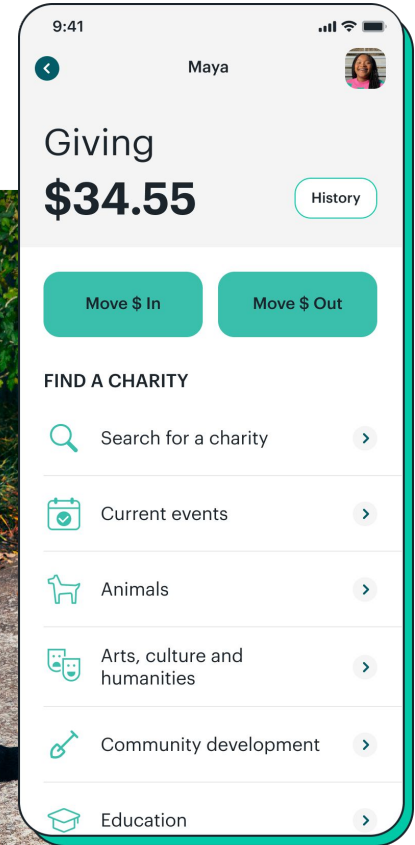
- Grow into smart spenders, one step at a time
- Access hundreds of resources on Greenlight's learning center to help families navigate the world of financial literacy together



# Give: Teach kids the value of giving back to causes they care about

## Giving with Greenlight

- Discover charities by interest
- Give back with a dedicated balance
- Choose to automate part of allowance to Giving
- Donate to causes of their choice
- Discover the missions that matter to them
- Instill a practice of generosity



# Greenlight brand

Identity | Co-branding guidelines | Messaging

# The Greenlight brand

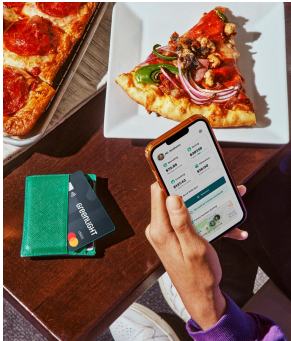
**The Greenlight brand is built on the foundational belief that when everyone is smart with money, the world is a better place.**

To bring this vision to life, the Greenlight brand is steeped in **optimism** and **accessibility** while expressing feelings of **refinement** and **confidence** to help earn the trust of families. Authentic photography illuminates our vibrant, premium brand identity.

As Greenlight empowers families throughout their financial journey, our brand and set of products grows with them — as kids become teens, and teens become young adults. Though each phase, Greenlight is a patient, smart, joyful coach who guides families to unleash their untapped potential and become their best financial selves.

As you activate the Greenlight brand, please leverage assets in their entirety and refrain from extracting elements (like app screens or debit card visuals) to use in bespoke designs.

GREENLIGHT VISUAL BRAND ON A PAGE



greenLIGHT

Wash dishes

Feed the dog

Clean room

The chore app that checks all the boxes.

Join 6+ million parents and kids. Manage allowance and chores together.

Enter Mobile Number

Sign up

Learn how we collect and use your information by visiting our [Privacy Statement](#).

Reward hard work. Your way.

Chores

Assign repeating chores for up to 5 kids. They check them off.

greenLIGHT

GL

GL

GL

SSL

Welcome to Greenlight!

We're the money and safety app for families.

After your 1-month free trial, Greenlight plans start at \$4.99/month. Every plan covers the whole family — up to 5 kids.

What's your role in your family?

I'm the parent or guardian

I'm a kid or teen

greenLIGHT

Bring your kids into the financial future.

GET STARTED

greenLIGHT

Bring your kids into the financial future.

GET STARTED

Car \$0.00

College \$0.00

Vacation \$0.00

Nice! [Child name] just got paid

Add a savings goal

greenLIGHT SMART PARENTS 2024

JANUARY 2024

Hi, and welcome back to Smart Parents, a Greenlight newsletter for parents raising financially smart kids (that's you).

It's 2024 the perfect time to hit the reset button and make big plans. Did you know? Last year,

General Savings 10% Parent-Paid Interest \$100.00 +10.00

Boost their savings with Parent-Paid Interest.

Motivate [child name] by paying interest on savings. You choose the percentage! The more they save, the more they earn.

Turn on Parent-Paid Interest

debit

GL

greenLIGHT debit

greenLIGHT

Send money to your kids — instantly.

Ready to teach smart spending? Make sure your kids aren't short on cash for their first purchase. You can use your U.S. Bank app to send money straight to their Greenlight account.

greenLIGHT

2024 Financial Literacy Month

STK1

STK2

STK3

Happy Financial Literacy Month!

Interested in interest? There's something for all kids and teens in Greenlight Level Up™, our financial literacy game. [Child name] has already crushed a challenge. Send them a nudge to keep going!

Reels

greenlightcard •

greenlightcard •

greenlightcard •

Reels

Wash dishes Tuesday, Thursday

greenlightcard •

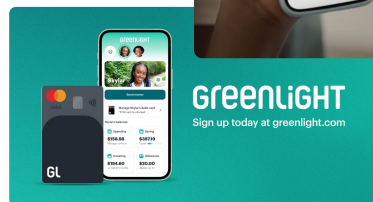
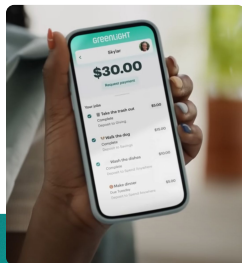
greenlightcard •

greenlightcard •

## GREENLIGHT VISUAL BRAND ATTRIBUTES AND EXAMPLES

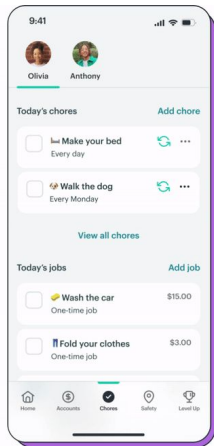
### Approachable

Friendly, warm, bright



### Aspirational

Fresh, innovative, dynamic



### Trustworthy

Refined, authentic, confident

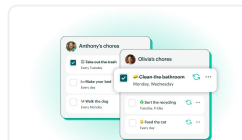


#### New: Separate funding sources.

Now, each Greenlight parent can add their own funding source and mark it as private.

Not now

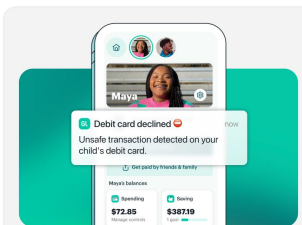
Manage funding sources



#### How chores get done.

Make chores a breeze and create your own checklist right in your app. Then, assign the work to up to 5 kids. When they download the app, they'll get reminders, check off tasks, track their earnings, and learn all about responsibility.

Get the app

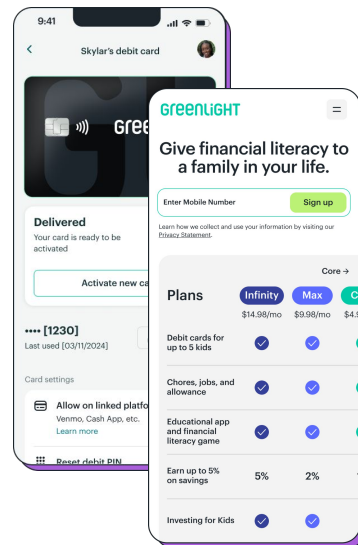
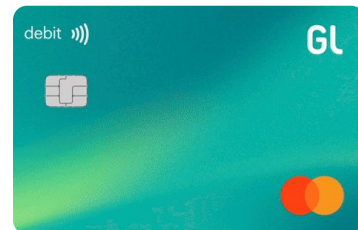


#### Safe and secure. Period.

- Debit cards are FDIC-insured up to \$250,000
- Fraud protection with Mastercard's Zero Liability Program
- Greenlight blocks unsafe spending categories
- Customer Support is available 24/7

### Ageless

Inclusive, relatable, flexible



# Sizzle Video

In the sizzle video you will see an overview of the Greenlight card and App. This video will be updated soon, and we will be sure to notify you when it's been refreshed.

This video can be used both internally and externally.



# Logo

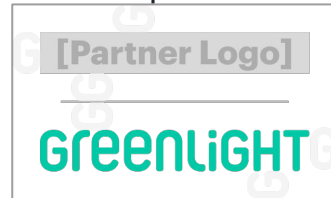
In a co-branded marketing collaboration with Greenlight, our goal is to show both brands as equals, demonstrating the collective strength between the two partners. A co-branded logo lock up is an important tool in communicating this partnership to consumers.

- The sequence of the logos depends on which brand is leading the marketing effort.
- Do not modify the Greenlight logo in any way and make sure it has enough clear space as indicated here.
- Use Greenlight's full-color logo lockup (Greenlight Teal #00C9A7) whenever possible.
- Co-branded lock up should have appropriate padding around logos as indicated here.
- Horizontal and vertical divider lines are created intentionally to create balance between logos in these two positions. Do not modify the height, weight, or color (#C1C1C1) of this divider line. See guidance below.

Horizontal lock up



Vertical lock up



# Logo: color treatments

## Primary Logo (Preferred)

- Full color partner logo
- Teal Greenlight logo (#00C9A7)
- Use on light backgrounds



## All White Logo

Use on dark background



## All Black Logo

Use on light background when full color logo does not provide enough contrast



# Logo: color and placement

The preferred Greenlight logo for a co-branded placement is the full color on a white or light background, which allows both partners to leverage the equity of their full-color mark. When there's a more complex background or a need for a single color, use the all white or all black logo and place on a solid color.



Full color is the preferred co-branded logo treatment and should be used whenever possible. Partner logo can be full-color, and Greenlight logo should be Teal (#00C9A7).



When a co-branded logo is placed on a complex image, use a container with appropriate padding to ensure strong legibility of both logos.



White co-branded logo should be used to ensure contrast against a dark background.

# Logo: scale and padding



When a logo includes an icon that's significantly taller than the wordmark in the horizontal lock up, **scale the wordmark to be the same size as Greenlight** and allow the icon to hang naturally above or below the padding line and account for padding accordingly.



When a logo includes an icon that's significantly taller than the wordmark, ensure the bottom of the lowest point of the logo is **at least half the height of the standard padding distance to the divider line**. Ensure that the wordmark (letter portion of logo) height does not exceed the height of the Greenlight logo. Additionally, make sure that the **total logo width does not exceed the width of the Greenlight logo** to allow both logos to be visually balanced.

# More logo examples

Horizontal

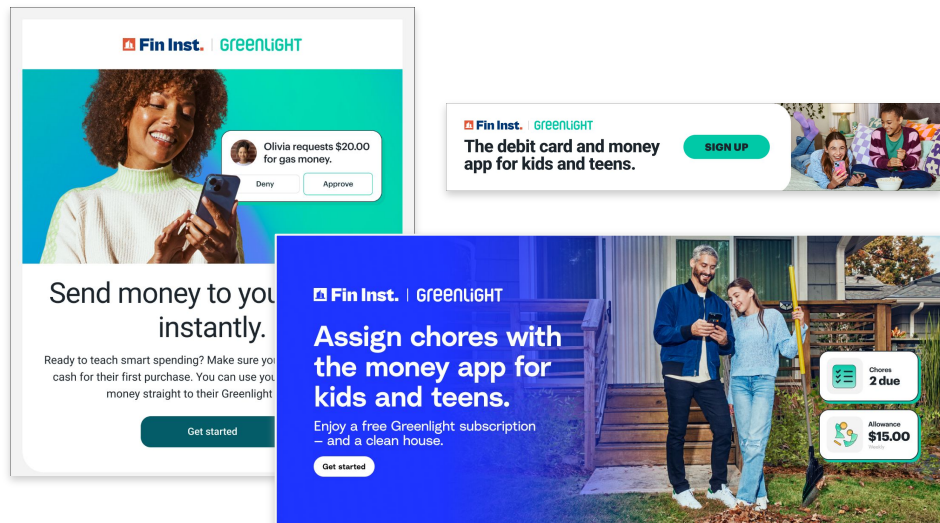


Vertical

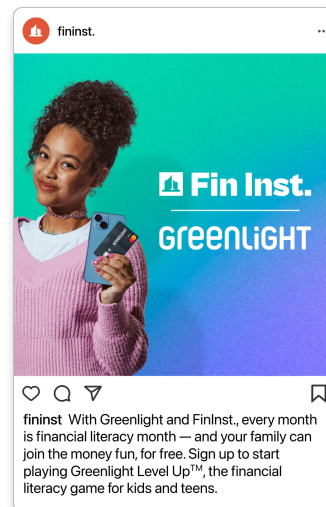
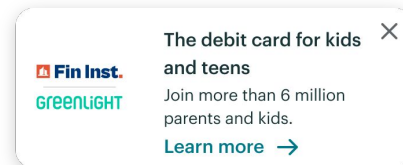
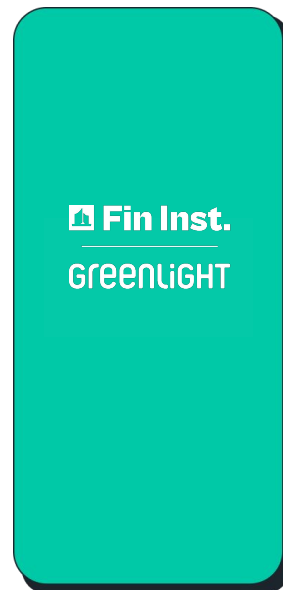


# Logo: usage examples

**Horizontal lock up:** works best when the placement spacing is wide



**Vertical lock up:** works best in a square or narrow space



# Logo: when to use it

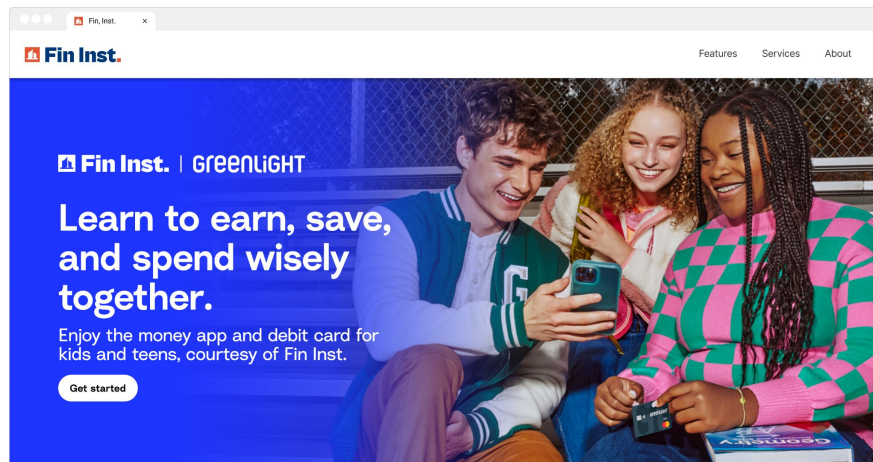
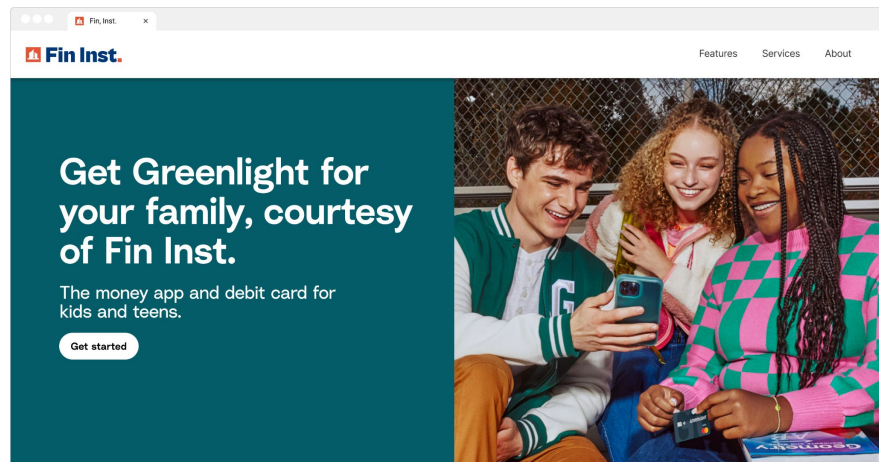
Use the Greenlight logo when it stands alone as a brand moment, or is paired with a partner logo. Spell out “Greenlight” in written text when mentioned in a sentence/paragraph.

**DO:**

Greenlight is spelled out when it is mentioned in a sentence.

**DO:**

Greenlight logo is used as a standalone element, or paired with a partner logo to ensure equal hierarchy.

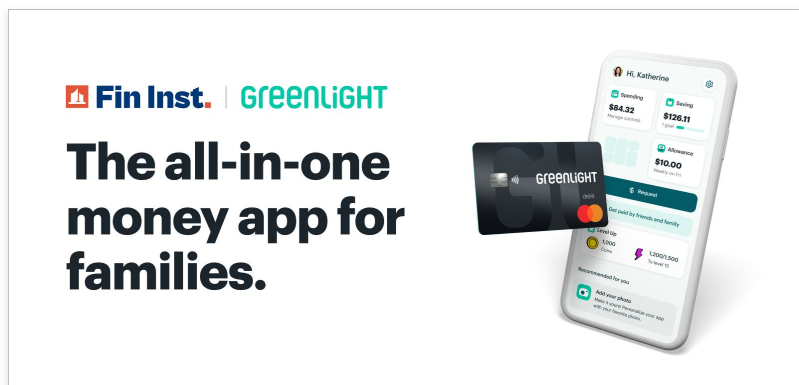


# Product

When showing the Greenlight app and debit cards, ensure the products are shown clearly and proportionally. Avoid cropping, covering with other elements, skewing disproportionately or otherwise obscuring.

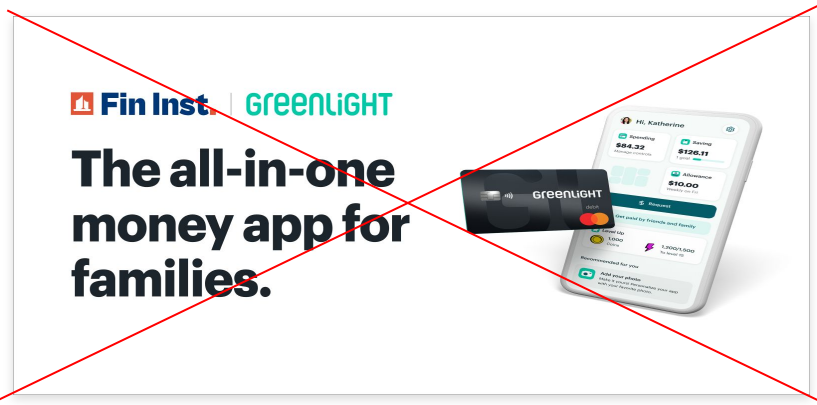
**DO:**

Ensure that the product is clearly visible



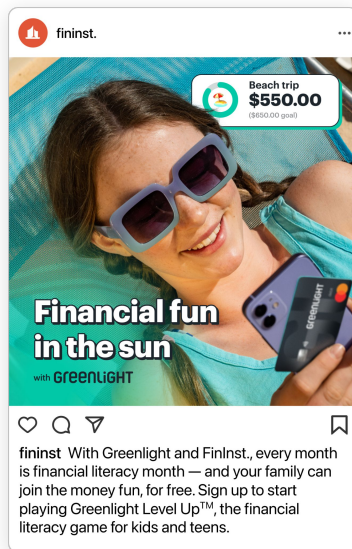
**DON'T:**

Distort images by covering or altering them.



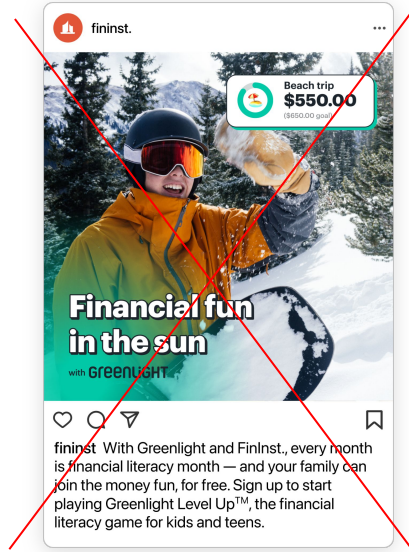
# Photography: selection

Use Greenlight-owned photography from the provided library wherever possible. Using Greenlight-owned photography builds uniformity and fosters trust with users, affirming the legitimacy of the Greenlight products. Avoid using stock photography. Ensure image selections tell specific stories, and work with they headlines/content they are paired with. Pro tip: zoom / crop in closely on images to celebrate facial expressions and product details.



## DO:

Use relevant, Greenlight-provided photographs that match the accompanying copy.



## DON'T:

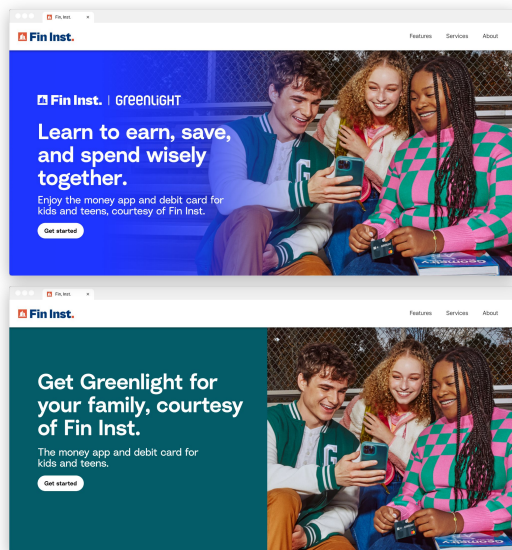
Use photographs that are irrelevant to the accompanying copy. Avoid using stock and aim to use Greenlight-provided photography when applicable.

# Photography: in layout

Ensure the focal point (product or people) in photos is celebrated and shown clearly. When placing copy over the image, do not cover product or talent faces with copy, and ensure legibility either with strong contrast. Do not stretch the image disproportionately.

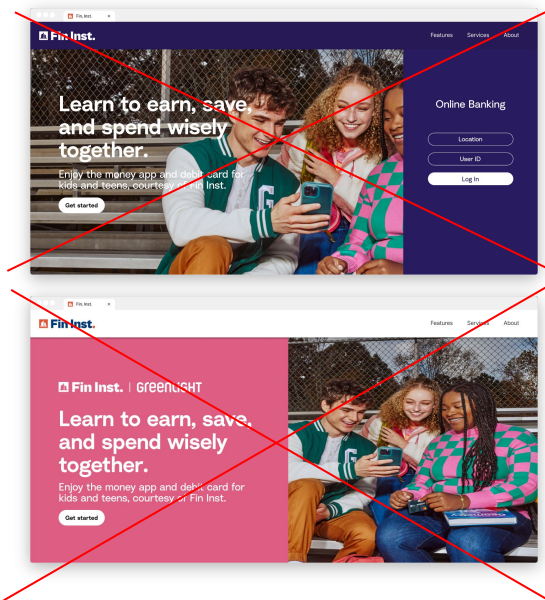
**DO:**

Ensure that both people and products are clearly visible



**DON'T:**

Distort images by covering people or product or stretching them.



# Co-branding Guide — Typography

If you need to use a color to signify the Greenlight brand in your marketing materials, please use Greenlight Teal. Use your judgment to determine the amount and placement of Teal, and how well it aligns with your own brand's color palette.

## Teal

**PMS** 2239C | 2239U

**CMYK** 66 0 42 0

**RGB** 0 201 167

**HEX** 00C9A7

# Co-branding Guide — Typography

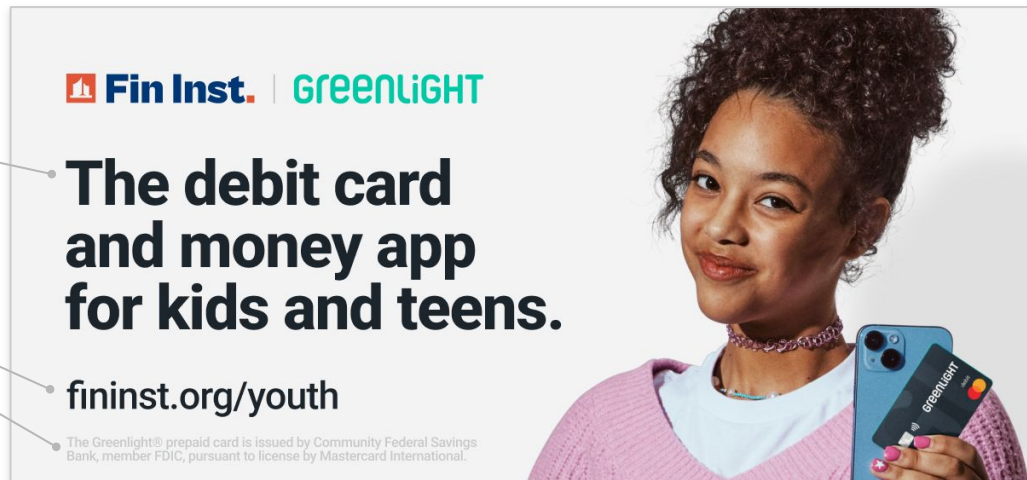
The recommended system typeface to use with Greenlight marketing materials is Roboto. Different weights can help you create visual hierarchy between headlines, body copy, and disclaimers.

For headlines, we recommend:

**Roboto Black**

For body copy, we recommend:

**Roboto Medium**



# Messaging guide

Greenlight adds value to families in many different ways — and *how* we tell that story matters. As we work to tell that story together, our goal is to speak in a collective voice that communicates the value of Greenlight in a way that's proven to resonate with our audience.

This section shares best practices for message hierarchy and how to describe the most compelling product value propositions to encourage your customers to sign up.

# Greenlight high-level messaging

**The messaging hierarchy can be used to explain Greenlight at a high level. It's listed in order of importance, based on Greenlight's historic marketing performance.**

## 1 **Greenlight teaches kids and teens to be smart with money.**

Kids and teens learn by doing. With Greenlight's debit card and app, they put money skills into practice as they learn to earn, save, and spend wisely.

## 2 **Greenlight gives parents peace of mind and convenience.**

Parents send money to their kids instantly, set flexible controls, set up chores, automate allowance, and more, saving them precious time.

## 3 **Greenlight empowers kids and teens with fun and engaging financial literacy education.**

Level Up, Greenlight's financial literacy game for kids and teens, takes learning beyond K-12 national standards for personal financial education.

# Messaging Greenlight's value propositions

**In addition to the wide range of plug-and-play materials in your marketing tool kit, the messaging below can be leveraged as you market our partnership to your customers.**

## **Elevator pitch**

Learn to earn, save, and spend wisely with Greenlight's award-winning money app and debit card. Kids and teens build lifelong healthy financial habits by earning money through chores and allowance, setting savings goals, spending wisely, and more. Parents assign chores, automate allowance, send money instantly, set flexible controls, and get real-time notifications.

## **Earn money through chores and allowance**

By connecting allowance and chores, kids learn the value of money and hard work. Parents create custom chore lists — while kids get reminders, check off chores, and track their earnings. Skip the trip to the ATM and put allowance on autopilot. Set up weekly, biweekly, or monthly payouts, with the option to connect allowance to chores. Pay a percentage based on chore progress or only pay if they're all done.

## **Spend wisely with a debit card and flexible parental controls**

With a debit card of their own, kids and teens are empowered to make their own purchases and track their balance and spending history in the app. Parents send money instantly, set spending limits (including ATM withdrawal limits), and get real-time notifications of their kids' money activity. Plus, all cards are FDIC-insured up to \$250,000. Tap or swipe the card to make purchases — or use Apple Pay or Google Pay for mobile payments.

## **Encourage smart saving habits**

On payday, automatically divvy up their allowance between spending, saving, and giving. Big money aspirations? Set savings goals together — and invite friends and family to contribute to reach them even faster. Round up purchases to the next dollar and automatically add the change to their savings. Plus, parents can set up Parent-Paid Interest on their kids' savings to teach the power of compound growth.

# Highlighting Greenlight's credibility

These are resources you can use to establish Greenlight's credibility in marketing to your customers.

## Proof points

- Loved and trusted by 6+ million parents & kids
- Greenlight kids have saved \$165 million
- 4.8 stars in the app store with 250K+ reviews
- 13.3M chores completed

## Press accolades

- [WSJ's Favorite Debit Card for Kids & Teens](#)
- [Good Housekeeping Parenting Award Winner](#)
- [Real Simple Smart Money Award Winner](#)
- [TODAY Show says "Greenlight is a fantastic way to teach financial literacy."](#)

## Testimonials

"When my 12-year-old wants to do something with friends, she feels empowered to pay for it. This app is helping her grow into a financially responsible young lady." — Alexis T., Greenlight parent

"Greenlight has been tremendous for effortlessly teaching my child how to budget, make transactions, and evaluate wants and needs." — Linda S., Greenlight parent

"Greenlight puts them right on track to understanding the banking system for when it's time to manage their own accounts." — Mary S., Greenlight parent

"My son has never been more motivated to do chores! He come home from school and shouts, "Can I do Greenlight chores?" — Carlita S., Greenlight parent

"My teenager has learned to save money because of this card and she's doing all her chores without me having to tell her." — Christie L., Greenlight parent

"Greenlight helps me save money and makes me want to do more chores for a reward of an allowance. I'm even saving up for my Halloween costume this year." — Charleigh W., Greenlight child

# Messaging dos and don'ts

Here are a few pointers from our Greenlight style guide. By sticking to these dos and don'ts, we can make sure our partnership's messages are consistently aligned.

## Mandatory

- Do capitalize the G in “Greenlight” (not the L)
- Don't shorten “Greenlight” to “GL”
- Don't break or hyphenate Greenlight for line breaks; instead, skip to the next line so Greenlight is in full
- Do include the ™ at first mention of “Greenlight Level Up™” following mentions can just say “Level Up”
- Do put “+” after the number in “6+ million parents and kids”
- Do place the \* at the end of the sentence after the period for disclaimers
- Don't refer to Greenlight as a gift or imply that someone can gift a Greenlight card
- Do use inclusive pronouns; when in doubt, use “they” and keep verbs in the plural

## Nice-to-have

- Do use active voice
- Do use the Oxford comma
- Do use contractions for a warm, conversational tone
- Don't use “kid” in the singular
  - Instead use “child” (or “kids” plural is okay)
- Don't refer to a specific Greenlight plan in messaging (Greenlight Core or Greenlight Select)
- Don't use “&” as an abbreviation for “and”
- Do use Emojis...
  - At the end of a sentence as punctuation
  - In the middle of a sentence with one space before and after it

# Creative Assets

# Table of contents

## Campaign Playbook

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5. [Press Release](#)
6. [Email Series](#)
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10. [Teller Scripts](#)
11. [Social Post](#)
12. [Homepage Hero](#)
13. [Greenlight-Hosted Landing Page](#)
14. [Partner-Hosted Landing Page](#)
15. [Employee LinkedIn Messaging](#)

# Deck Overview

Paired with the [\*\*Strategic Playbook\*\*](#) you've received, this document will guide you on how to educate your customers/members and prospects about our partnership. In this document, you'll find all the assets you need to create meaningful marketing moments.

Specifically, for each asset, you'll see:

- **Visuals and working files of each asset**
- **Asset channel strategy**
- **Asset requirements for use**

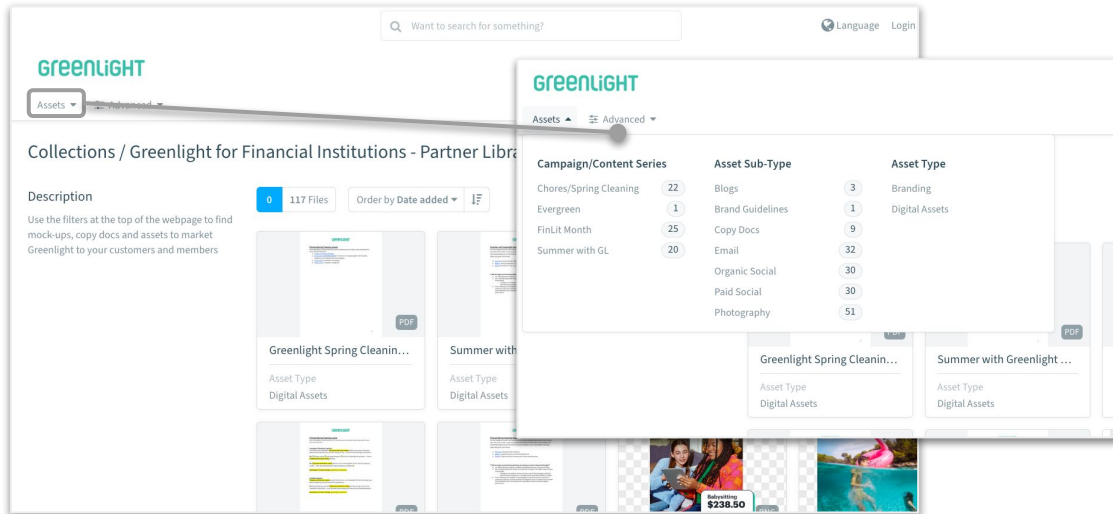
In addition to the above, you'll receive guidance on how to use Bynder (our asset library), your partner landing page, as well as context for the multiple version offerings you'll see for your assets.

As you have questions activating your Greenlight program or how to use these assets, reach out to your partner success manager as a resource.

**Let's shine a light on the world of money.**

# Asset Library

Assets can be found in our digital asset management platform, Bynder. Use the drop-down filters at the top left of the screen to quickly locate specific assets.



## Evergreen Assets (quick links)

- [Logos & lock-ups](#)
- [Photography](#)
- Debit card and app screenshots (coming soon)

If you are unable to access the Bynder link, please contact your Partner Success representative at Greenlight.

# Greenlight-hosted landing page

**Learn to earn, save, and spend wisely.**

Loved by 6+ million parents and kids, Greenlight's money app is free\* to [Fin. Inst.] families.

[Get Started](#)

**FREE\***  
for [customers/ members]

**What you get with Greenlight and [Fin. Inst.]**

**A debit card of their own**

Teach your child spending while giving them money control, and get your own cashback too.

**Money management**

Manage debts, withdraw allowances, and manage your own money.

**Financial literacy game**

Play the award-winning game for kids.

**EVERY CARD**

**The debit card for kids. Managed by parents.**

Greenlight is the award-winning money app designed by 17+ vet experts and kids. Not just another debit card, but a money app that teaches kids how to manage money, and gives you confidence. It's the only app that gives you control, and gives them control.

**EVERY CARD**

**Build lifelong money skills.**

Kids and teens want to spend money and they need the spending and allowance - and we're the app to make it. Custom Card, Free Card, and it's all yours.

**Security for your peace of mind.**

- 128-bit encryption
- Two-factor authentication
- FDIC insured

1. Cash limits are \$100 per week up to \$100000  
2. Free services are available to all members of the Greenlight Program  
3. Greenlight is not a bank, it's a money app. Greenlight is not a bank.  
4. Greenlight is not a bank, it's a money app. Greenlight is not a bank.

**Earnings for hard work.**

Greenlight is the award-winning money app designed by 17+ vet experts and kids. Not just another debit card, but a money app that teaches kids how to manage money, and gives you confidence. It's the only app that gives you control, and gives them control.

**Make saving a habit.**

Greenlight is the award-winning money app designed by 17+ vet experts and kids. Not just another debit card, but a money app that teaches kids how to manage money, and gives you confidence. It's the only app that gives you control, and gives them control.

**Easily receive money from friends and family.**

Greenlight is the award-winning money app designed by 17+ vet experts and kids. Not just another debit card, but a money app that teaches kids how to manage money, and gives you confidence. It's the only app that gives you control, and gives them control.

**Play the educational game that teaches real-world skills.**

Greenlight is the award-winning money app designed by 17+ vet experts and kids. Not just another debit card, but a money app that teaches kids how to manage money, and gives you confidence. It's the only app that gives you control, and gives them control.

**How to get started.**

Greenlight is the award-winning money app designed by 17+ vet experts and kids. Not just another debit card, but a money app that teaches kids how to manage money, and gives you confidence. It's the only app that gives you control, and gives them control.

**FAQ**

Greenlight is the award-winning money app designed by 17+ vet experts and kids. Not just another debit card, but a money app that teaches kids how to manage money, and gives you confidence. It's the only app that gives you control, and gives them control.

**Join 6+ million parents and kids.**

Greenlight is the award-winning money app designed by 17+ vet experts and kids. Not just another debit card, but a money app that teaches kids how to manage money, and gives you confidence. It's the only app that gives you control, and gives them control.

**Learn to earn, save, and spend wisely.**

Loved by 6+ million parents and kids, Greenlight's money app is free\* to [Fin. Inst.] families.

[Get Started](#)

**FREE\***  
for [customers/ members]

**Learn how we collect and use your information by visiting our Privacy Statement.**

Greenlight is a financial technology company, not a bank. Banking services provided by Community Federal Savings Bank, Member FDIC.\*

**Recommended for your family**

# Version Notes - Partner-Forward & Greenlight-Forward

For some of the assets, you'll be provided with two versions: 'Partner-Forward' and 'Greenlight-Forward'. Both of these versions are available for your use, and are your choice to use or not use.

## Partner-Forward

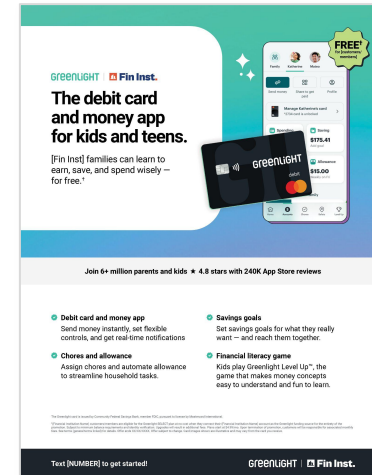
In this version, you can use your own photography and color scheme. Your logo will be featured first.



Partner-Forward flyer Example

## Greenlight-Forward

This version uses Greenlight photography and color scheme. The Greenlight logo is featured first.




Greenlight-Forward flyer Example

# Version Notes - QR Code & SMS

For some of the assets, you'll be provided with two versions that allow different CTAs for your audience: QR code or SMS entry. Both of these versions are available for your use, and are your choice to use or not use.


## QR Code

With the QR code option, your audience will scan the QR code to be taken directly to your Greenlight-hosted landing page with more information about Greenlight and the partnership. This is a more direct way for families to sign up for Greenlight.



**Everything you get with a free\* Greenlight subscription.**

- ✔ **Debit card and money app**  
Send money instantly, set flexible controls, and get real-time notifications
- ✔ **Chores and allowance**  
Assign chores and automate allowance to streamline household tasks.
- ✔ **Savings goals**  
Set savings goals for what they really want – and reach them together.
- ✔ **Financial literacy game**  
Kids play Greenlight Level Up™, the game that makes money concepts easy to understand and fun to learn.



Scan to learn more.

greenLIGHT | Fin Inst.

QR Code Postcard Example

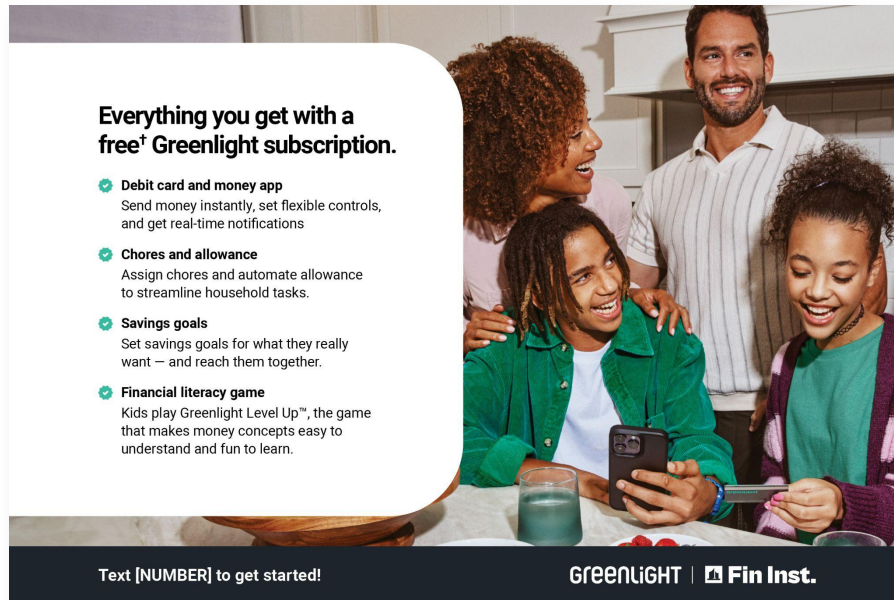
# Version Notes - QR Code & SMS

For some of the assets, you'll be provided with two versions that allow different CTAs for your audience: QR code or SMS entry. Both of these versions are available for your use, and are your choice to use or not use.

## SMS

With the SMS option, your audience will opt-in to an SMS series to learn more about Greenlight. This SMS series is Greenlight-hosted and will give families more information about Greenlight as well as link them to your Greenlight-hosted landing page. This is a 'learn more' path and is the less direct way for families to sign up for Greenlight.

**\*If using SMS, you must connect with you account manager to get your short code key. Greenlight hosts this series.**



SMS Postcard Example

# Compliance Process

Once you have built your marketing materials, send them our way for review by our Compliance team. **Every deliverable created *must* be approved by Greenlight Compliance.**

**Review Timeframe:** Please allow a turnaround of 5-7 business days for initial Compliance review, and 2-3 days for amendments/ changes.

**\*We recommend that all launch marketing deliverables be sent to Greenlight for review at least 14 days before launch to ensure materials are approved or changes are made in a timely manner.**

**[Find our Brand and Disclaimer Guidelines here.](#)**

Asset: Press Release

# Asset: Press Release - Channel Strategy

## Channel Strategy

**Timing:** We recommend issuing the press release as soon as the partnership is live and Greenlight's offering is available to your customers.

**Location:** To maximize reach and awareness, we recommend distributing the press release using a wire service (Businesswire, PR Newswire, etc.). The press release can additionally be published on your company website's newsroom or blog. You may also use the press release in local press outreach, sharing the news directly with reporters at local media outlets for possible news coverage.

All assets can be accessed via this Bynder button →

**Bynder**

# Asset: Press Release - Channel Requirements

## Channel Requirements

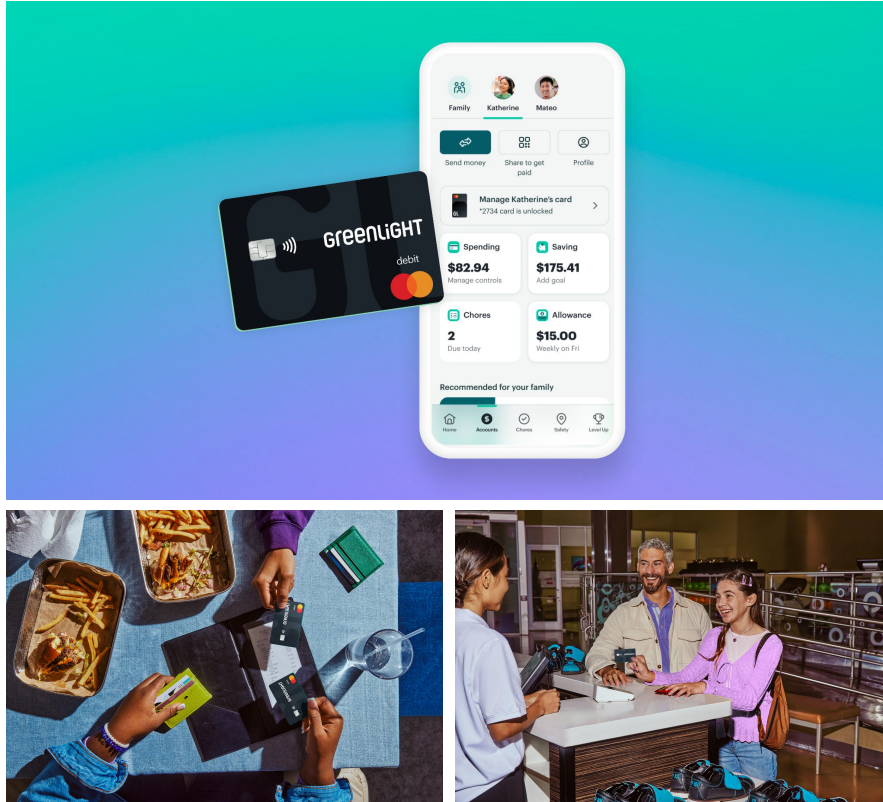
Requirements for using this asset:

- All press releases must be reviewed and approved by Greenlight's in-house Communications and Legal teams prior to being issued. Please leverage Greenlight's press release template in drafting.
- Any and all press outreach must also be approved by Greenlight's in-house Communications team. Press outreach should be focused on **local media outlets only**. To get approval, please submit your media list and proposed spokesperson to [comms@greenlight.com](mailto:comms@greenlight.com).
- If you receive press questions specific to Greenlight's business and product, please forward to [comms@greenlight.com](mailto:comms@greenlight.com).

All assets can be accessed via this Bynder button →

Bynder

# Asset: Press Kit - Creative Preview



All assets can be accessed via this Bynder button →

Bynder

# Asset: GL4B Partner Press Release Template

## **[PARTNER] PARTNERS WITH GREENLIGHT TO HELP PARENTS RAISE FINANCIALLY SMART KIDS AND TEENS**

[Insert location and date] — [Partner] today announced a partnership with [Greenlight® Financial Technology, Inc.](#) ("Greenlight") to better serve families and help the next generation build healthy financial futures. Starting today, [partner] customers will have free access to Greenlight's award-winning family finance app, available through the [Greenlight for Banks](#) program.

91% of kids and teens believe they need financial knowledge and skills to achieve their life goals, and 94% of parents agree.\* Still, only [35 states require a personal finance course](#) for students, and teens score an average of 64% on the [National Financial Literacy Test](#), showing a clear gap in financial education that is accessible and effective. Parents also rank personal finance as the #1 most difficult life skill to teach their children with 81% saying they wish they had more financial education tools and resources.\*\*

Greenlight offers a debit card and app that teaches kids and teens how to earn, save, give and spend wisely – all with parental supervision. Using the Greenlight app, parents can send money instantly, automate allowance payments, manage chores, set flexible spending controls, get real-time notifications of all transactions, and more. Kids get hands-on money management experience, along with access to [Greenlight Level Up™](#), an in-app financial literacy game with a best-in-class curriculum, educational challenges, and rewards.

[Insert partner quote]

[Partner] customers can receive a free Greenlight subscription by registering through [\[insert landing page\]](#) and adding their [partner] account as a funding source.

*\*Survey insights were collected by Greenlight through a Researchscape survey fielded between March 22 and March 24, 2024, among 2,310 respondents in the U.S., split between kids and teens ages 10-19 and parents of 10-19 year olds.*

*\*\*Survey insights were collected by Greenlight through a Researchscape survey fielded between February 9-12, 2023, among 1,034 U.S. respondents, all of whom were working parents of 8-18 year olds.*

### **About [Partner]**

[insert partner boilerplate]

### **Contact**

[Insert press contact]

All assets can be accessed via this Bynder button →

**Bynder**

# Asset: GL4CU Partner Press Release Template

## **[PARTNER] PARTNERS WITH GREENLIGHT TO HELP PARENTS RAISE FINANCIALLY SMART KIDS AND TEENS**

[Insert location and date] — [Partner] today announced a partnership with [Greenlight® Financial Technology, Inc.](#) ("Greenlight") to better serve families and help the next generation build healthy financial futures. Starting today, [partner] customers will have free access to Greenlight's award-winning family finance app, available through the [Greenlight for Credit Unions](#) program.

91% of kids and teens believe they need financial knowledge and skills to achieve their life goals, and 94% of parents agree.\* Still, only [35 states require a personal finance course](#) for students, and teens score an average of 64% on the [National Financial Literacy Test](#), showing a clear gap in financial education that is accessible and effective. Parents also rank personal finance as the #1 most difficult life skill to teach their children with 81% saying they wish they had more financial education tools and resources.\*\*

Greenlight offers a debit card and app that teaches kids and teens how to earn, save, give and spend wisely – all with parental supervision. Using the Greenlight app, parents can send money instantly, automate allowance payments, manage chores, set flexible spending controls, get real-time notifications of all transactions, and more. Kids get hands-on money management experience, along with access to [Greenlight Level Up™](#), an in-app financial literacy game with a best-in-class curriculum, educational challenges, and rewards.

[Insert partner quote]

[Partner] customers can receive a free Greenlight subscription by registering through [\[insert landing page\]](#) and adding their [partner] account as a funding source.

*\*Survey insights were collected by Greenlight through a Researchscape survey fielded between March 22 and March 24, 2024, among 2,310 respondents in the U.S., split between kids and teens ages 10-19 and parents of 10-19 year olds.*

*\*\*Survey insights were collected by Greenlight through a Researchscape survey fielded between February 9-12, 2023, among 1,034 U.S. respondents, all of whom were working parents of 8-18 year olds.*

### **About [Partner]**

[insert partner boilerplate]

### **Contact**

[Insert press contact]

All assets can be accessed via this Bynder button →

**Bynder**

Asset: Email Series

# Asset: Email Series - Channel Strategy

## Channel Strategy

**Recommended Subject Line Email 1:** Earn. Save. Spend wisely. Together.

**Recommended Preheader Email 1:** Join Greenlight — on us.

**Timing:** This 5-part email series is meant to create excitement around your new partnership with Greenlight and educate your families on the new benefit you're offering. Due to the content of this email, we recommend launching the first email in this series in tandem with your Press Release about your Greenlight partnership.

We recommend deploying the remaining emails in this cadence:

- Email 2: 2 days after Email 1
  - SL: Why [Fin. Inst.] families will love Greenlight.
  - PH: Join today to make teaching money skills easy.
- Email 3: 5 days after Email 1
  - SL: Enjoy Greenlight's loved and trusted app for free.
  - PH: Empower smart spending with the debit card for kids and teens.
- Email 4: 7 days after Email 1
  - SL option 1: "This card is AMAZING!" 🙌
  - SL option 2: "My 10-year-old enthusiastically completes chores" 🤖
  - PH: Greenlight parents do the talking.
- Email 5: 10 days after Email 1
  - SL: Manage chores and automate allowance — for free.
  - PH: Teach the value of earning with Greenlight.

**Links:** All CTAs should point to your Greenlight partner webpage  
([www.greenlight.com/\[institutionname\]](http://www.greenlight.com/[institutionname]))

All assets can be accessed via this Bynder button →

**Bynder**

# Asset: Email Series - Channel Requirements

## Channel Requirements



Requirements for using this asset:

- You must include any disclaimer(s) found in the footer for all emails (found in Bynder folder)
- You must replace the placeholder QR code with your QR code (leading to your Greenlight partner website: [www.greenlight.com/\[institutionname\]](http://www.greenlight.com/[institutionname]))
- You must add your logo, institution name, and select either 'customers' or 'members' where applicable
- You must not alter the images in any way, other than proportionally resizing to fit your specs
- You must not alter the copy in any way (other than adding your institution name where applicable and customer/member copy selection)
- Once you have added your logo institution name, disclaimers, and customer/member copy selection, you must submit a screenshot to Greenlight for a quick compliance check. (Reference [slide 9](#) for instruction on how to submit to Greenlight compliance).

All assets can be accessed via this Bynder button →

**Bynder**


# Asset: Email Series - Creative Preview



**[Fin. Inst.] families can join Greenlight for free!**

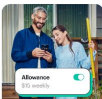
Join 6+ million parents and kids on Greenlight. With a debit card of their own, kids and teens learn to earn, save, and spend wisely — while you check in by app, send money instantly, set flexible controls, and get real-time notifications.

[Get started](#)



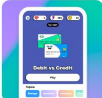
**Debit card and money app.**

Kids and teens learn smart spending as they make purchases with a card of their own. You set flexible controls and get notified every time they use their card.



**Money management.**

Assign chores with the option to connect them to allowance (or not). Set savings goals together and show kids how their money can grow over time with Round Ups and Parent Paid interest.

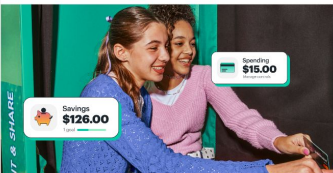



**Financial literacy game.**

Kids learn in real life — and in the app with Greenlight Level Up™, our educational game that teaches money skills in bite-sized challenges.

**How to join (for free\*).**

- Use the link in this email to sign up on the Greenlight website.
- Download the Greenlight app.
- Enjoy financial literacy as a family!



**Secure their financial future.**



Parents rank financial literacy as the #1 most difficult life skill to teach kids. Let's change that. Start teaching lifelong money skills today with Greenlight, provided for free! by [Fin. Inst.].

[Sign up](#)

**Money management made for families.**

- Hands-on learning.
  - Financial literacy game
  - Interactive money lessons
  - Videos and quizzes
- Rewards for saving.
  - Savings goals
  - Round Ups
  - Parent-Paid Interest
- Earnings for hard work.
  - Chores and jobs
  - Automated allowance
  - Direct deposit
- A debit card of their own.
  - Custom Card
  - Mobile payments
  - Instant money transfers

[Join today](#)




**COMPLIMENTARY**

**Say hello to smart spending.**

Ever wonder how to teach your kids and teens about money in a digital world? As a [Fin. Inst.] [customer/member], you can do just that — and so much more — with Greenlight's debit card.


[Sign up](#)



**Money in their wallet. Instantly.**

Out to eat? From shopping? Send money for anything, anytime. They can also receive money from friends and family for everything from birthdays to babysitting — with your approval.


[Join today](#)



**Flexible controls for your peace of mind.**

Ease them into financial freedom with store and ATM limits while you get real-time notifications of their money activity. We'll block any unsafe spending categories.

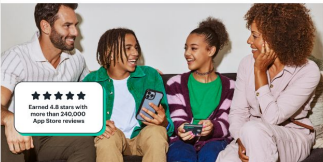

[Get started](#)



**Serious security.**

- Lock or unlock cards from the app.
- No hidden fees. No overdraft fees.
- Mastercard's Zero Liability Protection
- FIDC insured up to \$250,000.

[Sign up](#)



**Praise from parents like you.**

We're passing the mic to parents whose success stories speak volumes. Ready to join the fun? Sign up to get your free\* subscription — courtesy of [Fin. Inst.].

[Join Greenlight](#)

★★★★★


Earned 4.8 stars with more than 240,000 App Store reviews

My 10-year-old enthusiastically completes his chores. He looks forward to paydays and learned that transferring money to savings allows him to buy something more expensive.

**DAVID, GREENLIGHT DAD**

My 11-year-old gets his weekly allowance on Greenlight. 80% goes into his Spend Anywhere funds and 20% goes into his savings. This card is AMAZING.

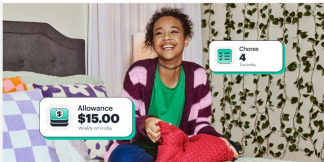

**ROSS, GREENLIGHT DAD**



**Ready when you are.**

Easy chore management, automated allowance, and instant money transfers are just a few steps away. Sign up to start learning to earn, save, and spend wisely as a family.


[Sign up](#)



**Enjoy Greenlight. On us.**

Chores and allowance look different for every family. With Greenlight, [Fin. Inst.] families can decide how and when allowance is earned.


[Sign up](#)



**Customize chores for your family.**

Chores teach your kids and teens about responsibility while jobs help them take initiative. Assign weekly chores and offer one-time jobs as an extra earning incentive — like "Mow lawn" or "Make bed."

[Set up chores](#)



**Put allowance on autopilot.**

Set their allowance to pay out weekly, biweekly, or monthly. Then, automatically make payouts based on chores. Or not. It's up to you!

[Join today](#)

All assets can be accessed via this Bynder button →

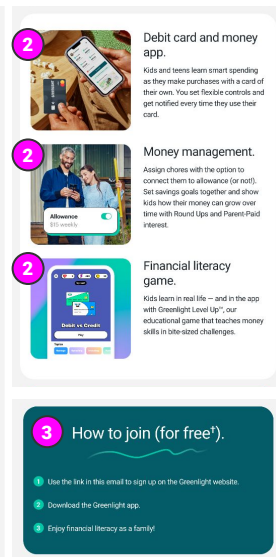
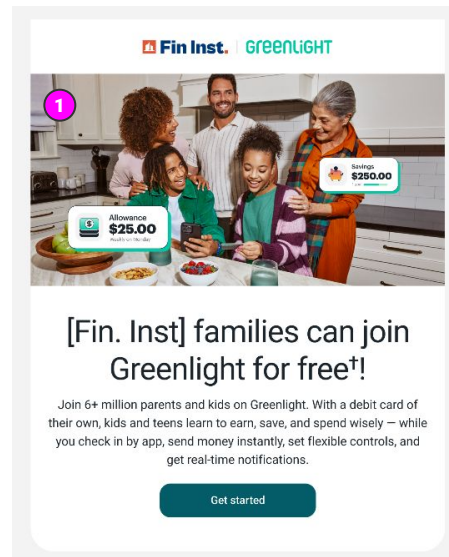
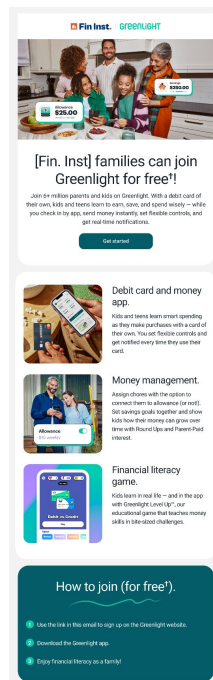
**Bynder**

# Asset: Email Series - Usage Examples

The email templates provide guidance on how to design for your own email template. Due to varying email specifications, we will provide working files for you to resize the image as needed. Below, we note the different areas in the example email where you can design for your email:

1. **Header image**
2. **Inline images**
3. **Numbered text module**

For more guidelines requirements, please refer to the [Strategic Playbook](#).



All assets can be accessed via this Bynder button →

**Bynder**

Asset: Flyer

# Asset: Flyer - Channel Strategy

## Channel Strategy

**Timing:** This flyer is meant to create excitement around your new partnership with Greenlight and entice families to learn more about the new benefit you're offering. Because of that, we recommend displaying this flyer in tandem with the timing of your Press Release about your Greenlight partnership.

**Location:** We recommend displaying this flyer on all prominent surfaces in the branch, including, but not limited to: teller desks, employee desks, check desks, & waiting areas.

**Version Notes:** You choose the versioning you would like to use:

- Greenlight-forward
- FI-forward
- QR Code
- SMS

# Asset: Flyer - Channel Requirements

## Channel Requirements

Requirements for using this asset:

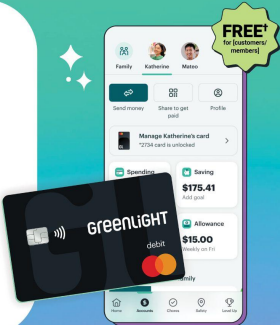
- You must include any disclaimer(s) found in the folder for this flyer
- You must replace the placeholder QR code with your QR code (leading to your Greenlight partner website: [www.greenlight.com/\[institutionname\]](http://www.greenlight.com/[institutionname]))
- You must add your logo, institution name, and select either 'customers' or 'members' where applicable
- You must not alter the images in any way, other than proportionally resizing to fit your specs
- You must not alter the copy in any way (other than adding your institution name where applicable and customer/member copy selection.)
- Once you have added your logo, institution name, disclaimers, and customer/member copy selection, you must submit a screenshot to Greenlight for a quick compliance check. (Reference [slide 9](#) for instruction on how to submit to Greenlight compliance).

# Asset: Flyer (Greenlight-Forward) - Creative Preview

**greenLIGHT | Fin Inst.**

## The debit card and money app for kids and teens.

[Fin Inst] families can learn to earn, save, and spend wisely – for free.\*



Join 6+ million parents and kids ★ 4.8 stars with 240K App Store reviews

Debit card and money app

Send money instantly, set flexible controls, and get real-time notifications

Savings goals

Set savings goals for what they really want – and reach them together.

Chores and allowance

Assign chores and automate allowance to streamline household tasks.

Financial literacy game

Kids play Greenlight Level Up™, the game that makes money concepts easy to understand and fun to learn.

\*The Greenlight card is issued by Community Federal Savings Bank, member FDIC, pursuant to license by Mastercard International.  
\*Personal verification-based customer verification is required for the Greenlight \$5.00 per atm or point where they connect their Financial Institution Member account as the funding source for the entirety of the purchase. Subject to minimum balance requirements and identity verification, upgrades will result in additional fees. There are at \$4.95/mo. Upon termination of promotion, customers will be responsible for associated monthly fees. See terms/greenlight.com for details. Offer ends 12/31/2025. Offer subject to change. Card design subject to illustration and may vary from the actual card design.

Text [NUMBER] to get started! **greenLIGHT | Fin Inst.**

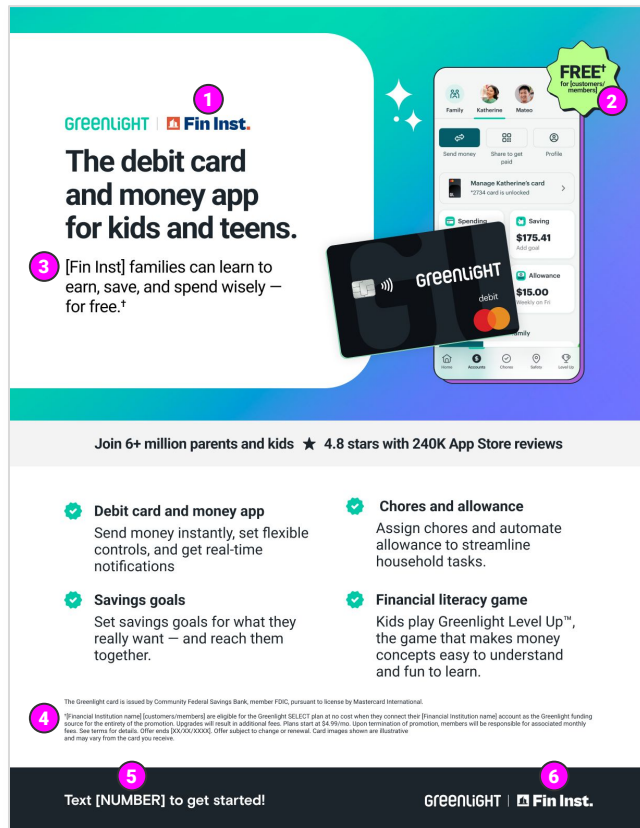
FPO

# Asset: Flyer (Greenlight-Forward) - Usage Examples

In the templates provided, there are designated areas to replace logos, update copy, and fill in information. Below, we note the different areas in the design that need to be updated.

1. Logo
2. Client type
3. Institution name
4. Disclaimer
5. Text code/QR Code
6. Logo

For more guidelines requirements, please refer to the [Strategic Playbook](#).



All assets can be accessed via this Bynder button →

Bynder

# Asset: Flyer (Partner-Forward with Partner-Owned Photography) - Creative Preview

**Join [Fin. Inst.] to get Greenlight for free!†**

Enjoy the debit card and money app for kids and teens — and so much more.

Join 6+ million parents and kids ★ 4.8 stars with 240K App Store reviews

- ✓ Debit card and money app**  
 Send money instantly, set flexible controls, and get real-time notifications.
- ✓ Chores and allowance**  
 Assign chores and automate allowance to streamline household tasks.
- ✓ Savings goals**  
 Set savings goals for what they really want — and make them grow together.
- ✓ Financial literacy game**  
 Kids play Greenlight Level Up™, the financial literacy game that makes money concepts easy to understand and fun to learn.

The Greenlight card is issued by Community Federal Savings Bank, member FDIC, pursuant to license by Mastercard International.

†Financial institution named [institution name] is eligible for the Greenlight SELECT plan at no cost when they connect their [financial institution name] account as the Greenlight funding source for the majority of the permission. Upgrades will result in additional fees. Please start at \$4.99/mo. Upon termination of permission, members will be responsible for associated monthly fees. See terms for details. Offer ends 2/28/2024. Offer subject to change or removal. Card images shown are illustrative and may vary from the card you receive.

Text [NUMBER] to get started!

**Join [Fin. Inst.] to get Greenlight for free!†**

Enjoy the debit card and money app for kids and teens — and so much more.

Join 6+ million parents and kids ★ 4.8 stars with 240K App Store reviews

- ✓ Debit card and money app**  
 Send money instantly, set flexible controls, and get real-time notifications.
- ✓ Chores and allowance**  
 Assign chores and automate allowance to streamline household tasks.
- ✓ Savings goals**  
 Set savings goals for what they really want — and make them grow together.
- ✓ Financial literacy game**  
 Kids play Greenlight Level Up™, the financial literacy game that makes money concepts easy to understand and fun to learn.

The Greenlight card is issued by Community Federal Savings Bank, member FDIC, pursuant to license by Mastercard International.

†Financial institution named [institution name] is eligible for the Greenlight SELECT plan at no cost when they connect their [financial institution name] account as the Greenlight funding source for the majority of the permission. Upgrades will result in additional fees. Please start at \$4.99/mo. Upon termination of permission, members will be responsible for associated monthly fees. See terms for details. Offer ends 2/28/2024. Offer subject to change or removal. Card images shown are illustrative and may vary from the card you receive.

Scan to learn more.

# Asset: Flyer (Partner-Forward with Partner-Owned Photography) - Usage Examples

In the templates provided, there are designated areas to replace logos, update copy, and fill in information. Below, we note the different areas in the design that need to be updated.

1. Logo
2. Institution name
3. Partner-owned imagery
4. Background color
5. Client type
6. Disclaimer
7. Text code/QR code
8. Logo

For more guidelines requirements, please refer to the [Strategic Playbook](#).



All assets can be accessed via this Bynder button →

Bynder

# Asset: Flyer (Partner-Forward with Greenlight-Owned Photography) - Creative Preview



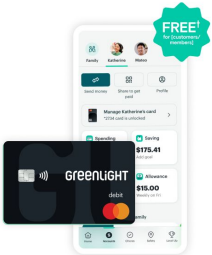
## Join [Fin. Inst.] to get Greenlight for free!

Enjoy the debit card and money  
app for kids and teens — and so  
much more.



Join 6+ million parents and kids ★ 4.8 stars with 240K App Store reviews

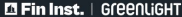
- ✓ **Debit card and money app**  
Send money instantly, set flexible controls, and get real-time notifications.
- ✓ **Chores and allowance**  
Assign chores and automate allowance to streamline household tasks.
- ✓ **Savings goals**  
Set savings goals for what they really want — and make them grow together.
- ✓ **Financial literacy game**  
Kids play Greenlight Level Up™, the financial literacy game that makes money concepts easy to understand and fun to learn.



The Greenlight card is issued by Community Federal Savings Bank, member FDIC, pursuant to license by Mastercard International.

\*Financial institution named (Customer's member) are eligible for the Greenlight \$10.00 offer at no cost when they convert their Financial institution named account as the Greenlight funding source for the entirety of the promotion. Upgrades will result in additional fees. Plans start at \$4.00/mo. Upon termination of promotion, members will be responsible for associated monthly fees. See terms for details. Offer ends 10/30/2022. Offer subject to change or removal. Card images shown are fictitious and may vary from the card you receive.

Text [NUMBER] to get started!






## Join [Fin. Inst.] to get Greenlight for free!

Enjoy the debit card and money  
app for kids and teens — and so  
much more.



Join 6+ million parents and kids ★ 4.8 stars with 240K App Store reviews

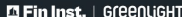
- ✓ **Debit card and money app**  
Send money instantly, set flexible controls, and get real-time notifications.
- ✓ **Chores and allowance**  
Assign chores and automate allowance to streamline household tasks.
- ✓ **Savings goals**  
Set savings goals for what they really want — and make them grow together.
- ✓ **Financial literacy game**  
Kids play Greenlight Level Up™, the financial literacy game that makes money concepts easy to understand and fun to learn.



The Greenlight card is issued by Community Federal Savings Bank, member FDIC, pursuant to license by Mastercard International.

\*Financial institution named (Customer's member) are eligible for the Greenlight \$10.00 offer at no cost when they convert their Financial institution named account as the Greenlight funding source for the entirety of the promotion. Upgrades will result in additional fees. Plans start at \$4.00/mo. Upon termination of promotion, members will be responsible for associated monthly fees. See terms for details. Offer ends 10/30/2022. Offer subject to change or removal. Card images shown are fictitious and may vary from the card you receive.

 Scan to learn more.



# Asset: Flyer (Partner-Forward with Greenlight-Owned Photography) - Usage Examples

In the templates provided, there are designated areas to replace logos, update copy, and fill in information. Below, we note the different areas in the design that need to be updated.

1. Logo
2. Institution name
3. Greenlight-owned imagery
4. Background color
5. Client type
6. Disclaimer
7. Text code/QR Code
8. Logo

For more guidelines requirements, please refer to the [Strategic Playbook](#).



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Asset: Postcard

# Asset: Postcard - Channel Strategy

## Channel Strategy

**Timing:** This postcard is meant to be a complimentary asset that can be leveraged alongside your partnership announcement, as well as used as evergreen material to tell your families about Greenlight. We recommend having this postcard available for families in tandem with the timing of your Press Release about your Greenlight partnership, as well as remain available as often as possible.

**Location:** We recommend displaying this postcard on all prominent surfaces in the branch, including, but not limited to: teller desks, employee desks, check desks, & waiting areas.

We also recommend including this postcard as an on-site asset / handout for events where your institution has a table.

**Version Notes:** You choose the versioning you would like to use:

- Greenlight-forward
- FI-forward
- QR Code
- SMS

All assets can be accessed via this Bynder button →

**Bynder**


# Asset: Postcard - Channel Requirements

## Channel Requirements

Requirements for using this asset:

- You must include any disclaimer(s) found in the folder for this postcard
- You must replace the placeholder QR code with your QR code (leading to your Greenlight partner website: [www.greenlight.com/\[institutionname\]](http://www.greenlight.com/[institutionname]))
- You must add your logo, institution name, and select either 'customers' or 'members' where applicable
- You must not alter the images in any way, other than proportionally resizing to fit your specs
- You must not alter the copy in any way (other than adding your institution name where applicable and customer/member copy selection.)
- Once you have added your logo, institution name, disclaimers, and customer/member copy selection, you must submit a screenshot to Greenlight for a quick compliance check. (Reference [slide 9](#) for instruction on how to submit to Greenlight compliance).

# Asset: Postcard (Greenlight-Forward) - Creative Preview

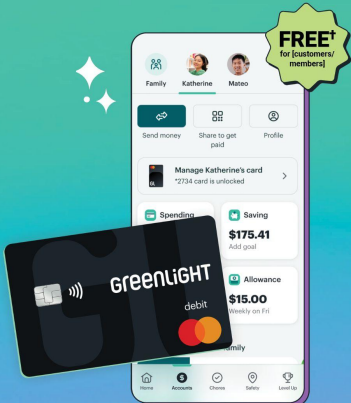


## The debit card and money app for kids and teens.

[Fin Inst] families can learn to earn, save, and spend wisely – for free.\*

The Greenlight card is issued by Community Federal Savings Bank, member FDIC, pursuant to license by Mastercard International.

\*Financial Institution Name customers/members are eligible for the Greenlight SELECT plan at no cost when they connect their [Financial Institution Name] account as the Greenlight funding source for the majority of the protection. Subject to minimum balance requirements and identity verification. Upgrades will result in additional fees. Plans start at \$4.99/mo. Upon termination of protection, customers will be responsible for associated monthly fees. See terms (general terms linked) for details. Offer ends 12/31/2024. Offer subject to change. Card image shown are illustrative and may vary from the card you receive.




**FREE\***  
for [customers/  
members]

Join 6+ million parents and kids ★ 4.8 stars with 240K App Store reviews

## Everything you get with a free\* Greenlight subscription.

- ✔ **Debit card and money app**  
Send money instantly, set flexible controls, and get real-time notifications
- ✔ **Chores and allowance**  
Assign chores and automate allowance to streamline household tasks.
- ✔ **Savings goals**  
Set savings goals for what they really want – and reach them together.
- ✔ **Financial literacy game**  
Kids play Greenlight Level Up™, the game that makes money concepts easy to understand and fun to learn.



Text [NUMBER] to get started!

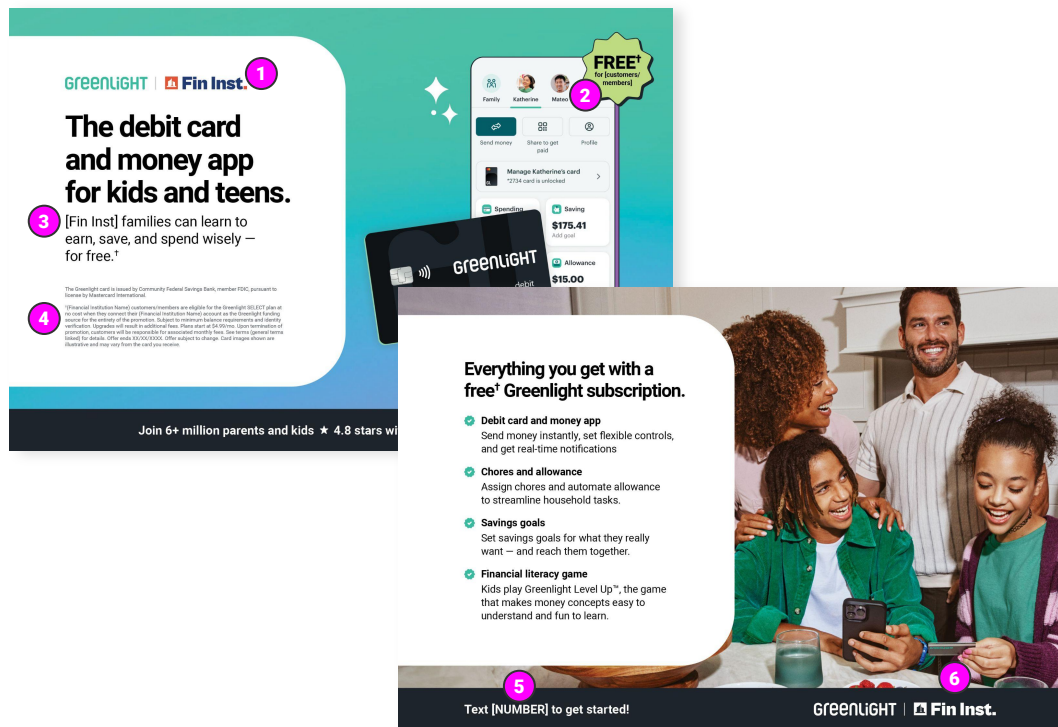
Greenlight | Fin Inst.

# Asset: Postcard (Greenlight-Forward) - Usage Examples

In the templates provided, there are designated areas to replace logos, update copy, and fill in information. Below, we note the different areas in the design that need to be updated.

1. Logo
2. Client type
3. Institution name
4. Disclaimer
5. Text code/QR code
6. Logo


For more guidelines requirements, please refer to the [Strategic Playbook](#).



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# Asset: Postcard (Partner-Forward w/ Partner-owned Photography) - Creative Preview



## Join [Fin. Inst.] to get Greenlight for free!†

Enjoy the debit card and money app for kids and teens — and so much more.

The Greenlight card is issued by Community Federal Savings Bank, member FDIC, pursuant to license by Mastercard International. †Financial institution award Greenlight membership card eligible for the Greenlight 100,000 offer as its reward when this card is activated. New Year card of \$250 bonus. Greenlight membership is for members who are responsible for approved spending fees. See terms for details. Offer ends 2023/12/31. Offer subject to change or removal. Card images shown are illustrations and may vary from the app icon image.

Join 6+ million parents and kids ★ 4.8 stars with 240K App Store reviews

FREE†  
for [customers/  
members]

Family Katherine Mateo

Send money Share to get paid Profile

Manage Katherine's card  
\*2734 card is unlocked

Spending Saving  
\$175.41  
Act goal

Allowance  
\$15.00  
Weekly on Fri


Family

greenLIGHT

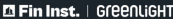
debit

### With Greenlight, [Fin. inst] [customers/members] can enjoy:

- ✓ **Debit card and money app**  
Teach smart spending with flexible controls — and get real-time notifications.
- ✓ **Chores and allowance**  
Assign chores and automate allowance to streamline household tasks.
- ✓ **Savings goals**  
Set savings goals for what they really want — and make them grow together.
- ✓ **Financial literacy**  
Kids play Greenlight Level Up™, the game that makes money concepts easy to understand and fun to learn.



Text [NUMBER] to get started!

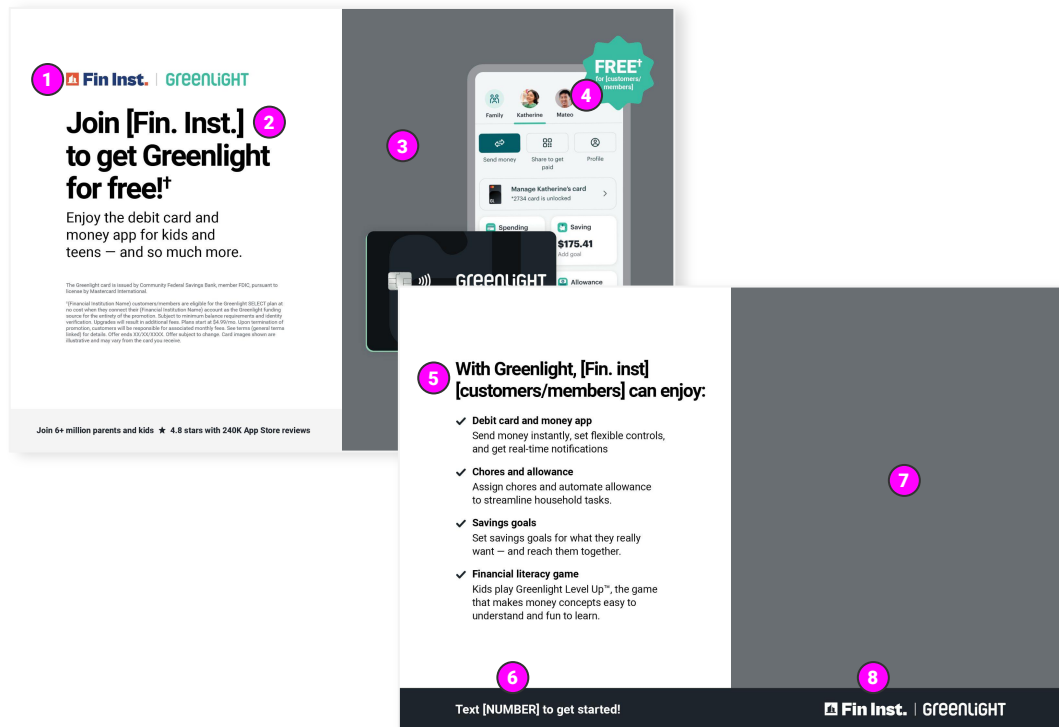


# Asset: Postcard (Partner-Forward w/ Partner-owned Photography) - Usage Examples

In the templates provided, there are designated areas to replace logos, update copy, and fill in information. Below, we note the different areas in the design that need to be updated.

1. **Logo**
2. **Institution name**
3. **Background color**
4. **Client type**
5. **Institution name/client type**
6. **Text code/QR Code**
7. **Partner-owned imagery**
8. **Logo**

For more guidelines requirements, please refer to the [Strategic Playbook](#).



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**Bynder**

# Asset: Postcard (Partner-Forward w/ Greenlight-owned Photography) - Creative Preview

**Fin Inst. | GREENLIGHT**

# Join [Fin. Inst.] to get Greenlight for free!†


Enjoy the debit card and  
money app for kids and  
teens — and so much more.

The Greenlight card is issued by Community Federal Savings Bank, member FDIC, pursuant to license by Mastercard International. †Special institution name (Supermarket) is eligible for the Greenlight® card plan as long as when they opened their financial institution name (Supermarket) was approved for the Greenlight® card plan. The amount of the cardholder's spending will not be limited. See terms for details. Offer ends 12/31/2020. Offer subject to change or removal. Card images shown are illustrative and may vary from the card you receive.

Join 6+ million parents and kids ★ 4.8 stars with 240K App Store reviews


## With Greenlight, [Fin. inst] customers/members can enjoy:

- ✓ **Debit card and money app**  
Teach smart spending with flexible controls — and get real-time notifications.
- ✓ **Chores and allowance**  
Assign chores and automate allowance to streamline household tasks.
- ✓ **Savings goals**  
Set savings goals for what they really want — and make them grow together.
- ✓ **Financial literacy**  
Kids play Greenlight Level Up™, the game that makes money concepts easy to understand and fun to learn.



A photograph of two young women with dark hair, one with curly hair and one with braids, sitting at a dining table. They are both smiling and looking at a small black card (a Greenlight debit card) held by the woman on the right. The table is set with a white tablecloth, a plate of pancakes with strawberries, a bowl of fruit, a glass of orange juice, and a small pitcher of milk. The background shows a window with a view of greenery outside.

Text [NUMBER] to get started!

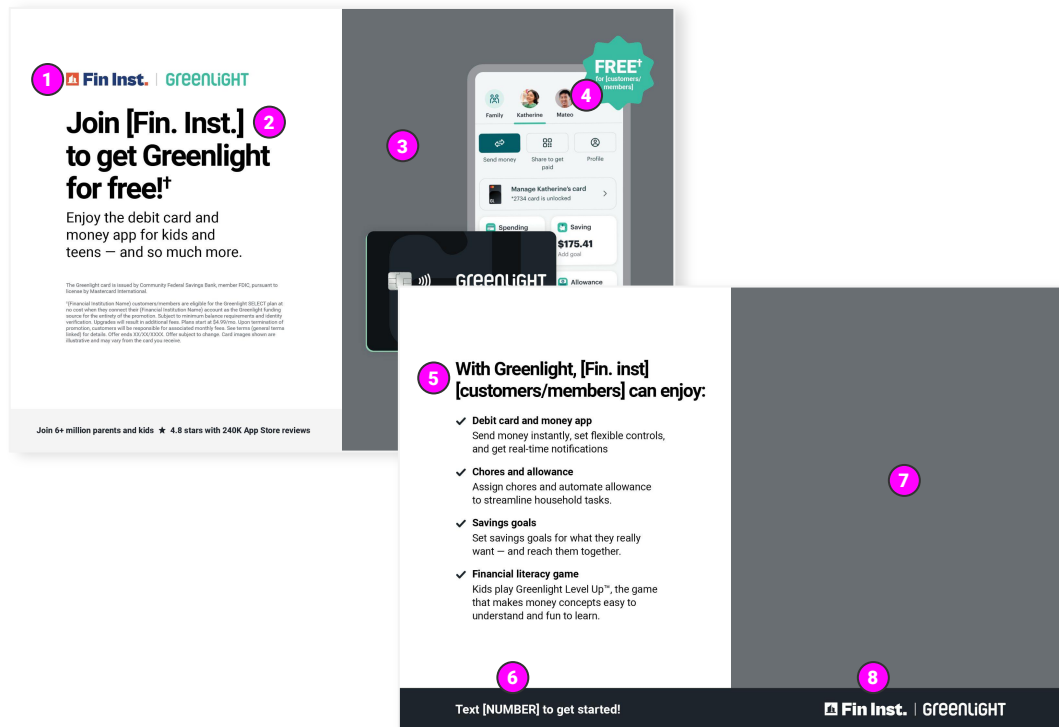
 **Fin Inst.** | **GREENLIGHT**

# Asset: Postcard (Partner-Forward w/ Greenlight-owned Photography) - Usage Examples

In the templates provided, there are designated areas to replace logos, update copy, and fill in information. Below, we note the different areas in the design that need to be updated.

1. **Logo**
2. **Institution name**
3. **Background color**
4. **Client type**
5. **Institution name/client type**
6. **Text code/QR Code**
7. **Greenlight-owned imagery**
8. **Logo**

For more guidelines requirements, please refer to the [Strategic Playbook](#).



All assets can be accessed via this Bynder button →

**Bynder**

Asset: Retractable  
Banner

# Asset: Retractable Banner - Channel Strategy

## Channel Strategy

**Timing:** This Retractable Banner is meant to be a complimentary asset that can be leveraged alongside your partnership announcement, as well as used as evergreen material to tell your families about Greenlight. We recommend having this Retractable Banner available for families in tandem with the timing of your Press Release about your Greenlight partnership, as well as remain on display as often as possible. Ideally, this banner is displayed at least once per quarter.

**Location:**

- We recommend displaying this Retractable Banner in a prominent position in the branch, where your families can see it as they wait in line and/or talk to employees
- We also recommend including this Retractable Banner as an on-site asset for events where your institution has a table

**Version Notes:** You choose the versioning you would like to use:

- Greenlight-forward
- FI-forward
- QR Code
- SMS

All assets can be accessed via this Bynder button →

**Bynder**

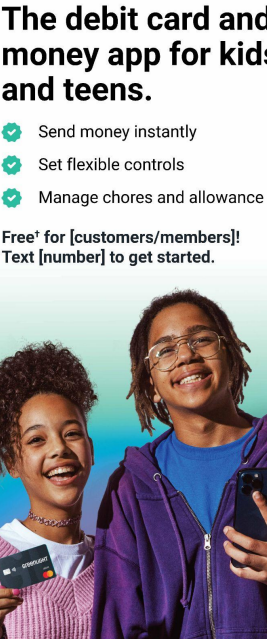
# Asset: Retractable Banner - Channel Requirements


## Channel Requirements

Requirements for using this asset:

- You must include any disclaimer(s) found in the folder for this Retractable Banner
- You must replace the placeholder QR code with your QR code (leading to your Greenlight partner website: [www.greenlight.com/\[institutionname\]](http://www.greenlight.com/[institutionname]))
- You must add your logo, institution name, and select either 'customers' or 'members' where applicable
- You must not alter the images in any way, other than proportionally resizing to fit your specs
- You must not alter the copy in any way (other than adding your institution name where applicable and customer/member copy selection.)
- Once you have added your logo, institution name, disclaimers, and customer/member copy selection, you must submit a screenshot to Greenlight for a quick compliance check. (Reference [slide 9](#) for instruction on how to submit to Greenlight compliance).

## Asset: Retractable Banner (Greenlight-Forward) - Creative Preview



**GREENLIGHT**  **Fin Inst.**

# The debit card and money app for kids and teens.

- ✔ Send money instantly
- ✔ Set flexible controls
- ✔ Manage chores and allowance

**Free\*** for [customers/members]!  
Text [number] to get started.

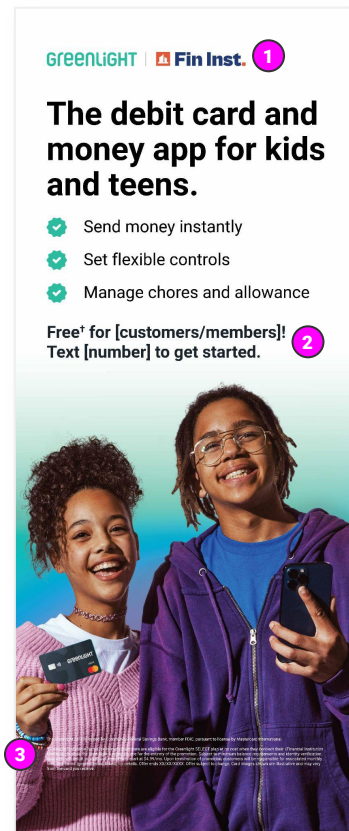
[illegible][illegible]

# Asset: Retractable Banner (Greenlight-Forward) - Usage Examples

In the templates provided, there are designated areas to replace logos, update copy, and fill in information. Below, we note the different areas in the design that need to be updated.

1. **Logo**
2. **Client type/text code/QR Code**
3. **Disclaimer**

For more guidelines requirements, please refer to the [Strategic Playbook](#).



All assets can be accessed via this Bynder button →

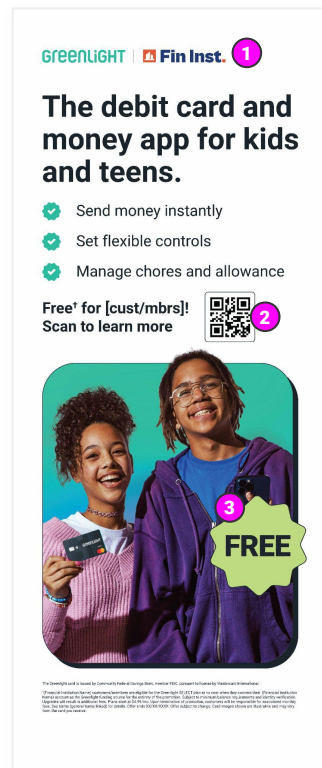
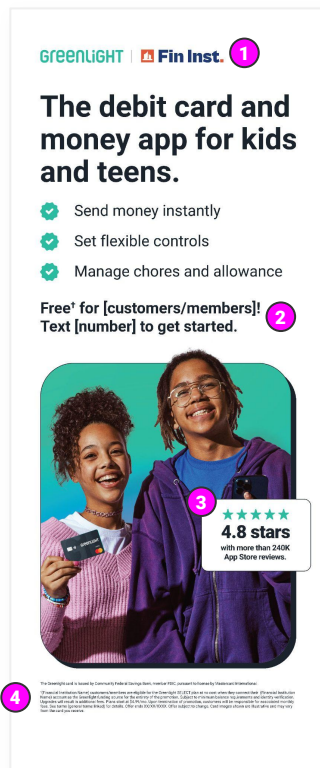
**Bynder**

# Asset: Retractable Banner (Greenlight-Forward with Social Proof and Free Messaging) - Usage Examples

In the templates provided, there are designated areas to replace logos, update copy, and fill in information. Below, we note the different areas in the design that need to be updated.

1. **Logo**
2. **Client type/text code/QR Code**
3. **Social proofing/free messaging**
4. **Disclaimer**

For more guidelines requirements, please refer to the [Strategic Playbook](#).



All assets can be accessed via this Bynder button →

Bynder

## Asset: Retractable Banner (Partner-Forward with Partner-owned Photography) - Creative Preview

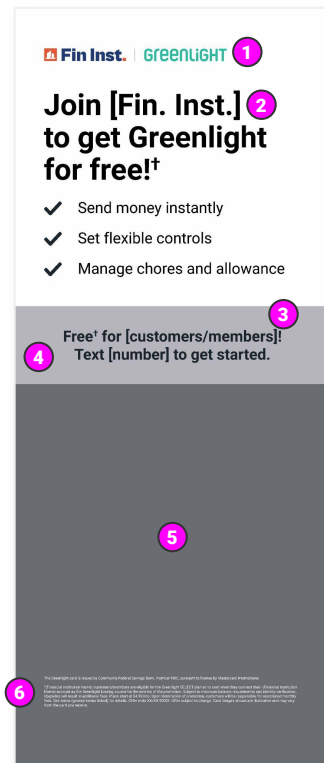
[illegible]

# Asset: Retractable Banner (Partner-Forward with Partner-owned Photography) - Usage Examples

In the templates provided, there are designated areas to replace logos, update copy, and fill in information. Below, we note the different areas in the design that need to be updated.

1. **Logo**
2. **Institution name**
3. **Client type/text code/QR Code**
4. **Background color**
5. **Partner-owned imagery**
6. **Disclaimer**

For more guidelines requirements, please refer to the [Strategic Playbook](#).



All assets can be accessed via this Bynder button →

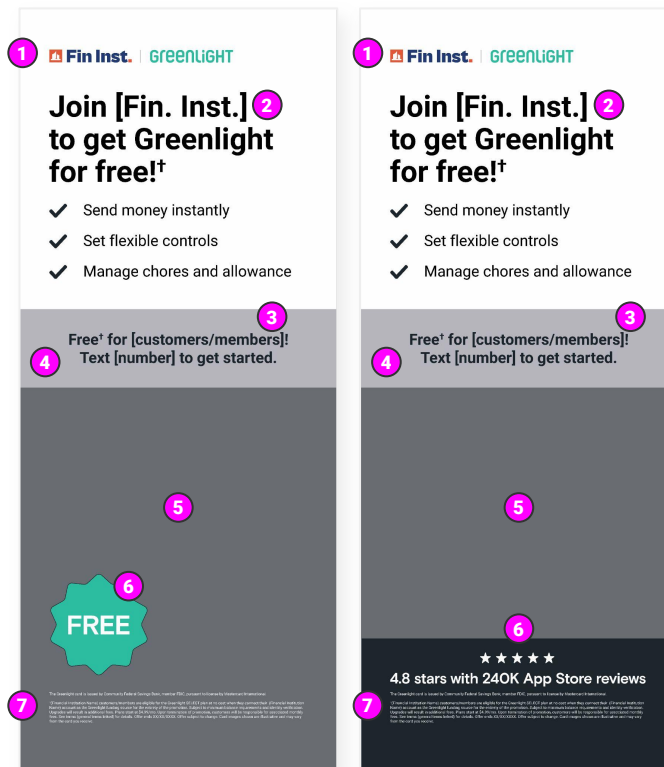
**Bynder**

# Asset: Retractable Banner (Partner-Forward with Social Proof and Free Messaging) - Usage Examples

In the templates provided, there are designated areas to replace logos, update copy, and fill in information. Below, we note the different areas in the design that need to be updated.

1. Logo
2. Institution name
3. Client type/text code/QR code
4. Background color
5. Partner-owned imagery
6. Social proofing/free messaging
7. Disclaimer


For more guidelines requirements, please refer to the [Strategic Playbook](#).



All assets can be accessed via this Bynder button →

Bynder


## Asset: Retractable Banner (Partner-Forward with GL-owned Photography) - Creative Preview


**Fin. Inst.** | **GREENLIGHT**

# Join [Fin. Inst.] to get Greenlight for free!<sup>†</sup>

- ✓ Debit card for kids and teens
- ✓ Set flexible controls
- ✓ Manage chores and allowance

**Free<sup>†</sup> for [customers/members]!**  
**Text [number] to get started.**



[illegible]

**Fin. Inst.** | **GREENLIGHT**

## Join [Fin. Inst.] to get Greenlight for free!†

- ✓ Debit card for kids and teens
- ✓ Set flexible controls
- ✓ Manage chores and allowance

**Free¹ for [customers/members]! Text [number] to get started.**

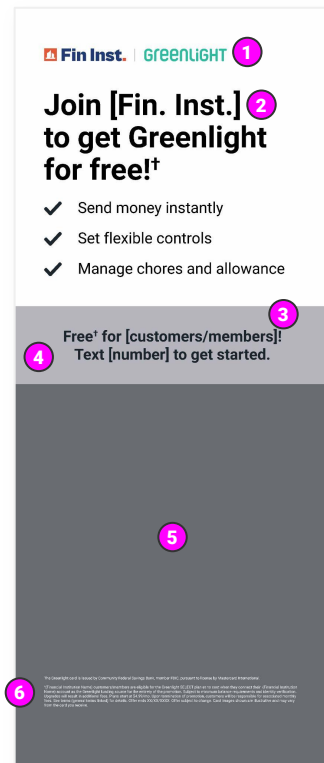
**FREE**

# Asset: Retractable Banner (Partner-Forward with GL-owned Photography) - Usage Examples

In the templates provided, there are designated areas to replace logos, update copy, and fill in information. Below, we note the different areas in the design that need to be updated.

1. **Logo**
2. **Institution name**
3. **Client type/text code/QR Code**
4. **Background color**
5. **Greenlight-owned imagery**
6. **Disclaimer**

For more guidelines requirements, please refer to the [Strategic Playbook](#).



All assets can be accessed via this Bynder button →

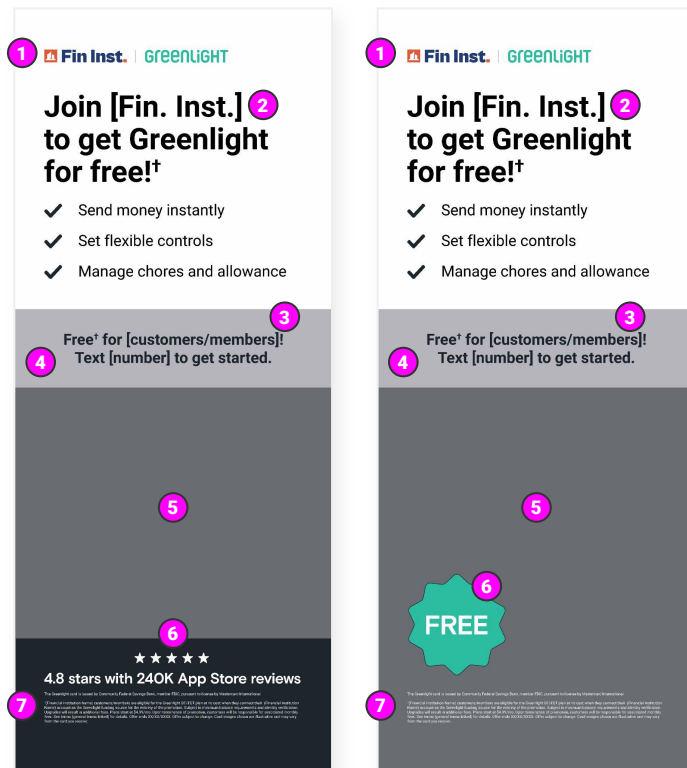
**Bynder**

# Asset: Retractable Banner (Partner-forward with Social Proof and Free Messaging) - Usage Examples

In the templates provided, there are designated areas to replace logos, update copy, and fill in information. Below, we note the different areas in the design that need to be updated.

1. **Logo**
2. **Institution name**
3. **Client type/text code/QR code**
4. **Background color**
5. **Greenlight-owned imagery**
6. **Social proofing/free messaging**
7. **Disclaimer**

For more guidelines requirements, please refer to the [Strategic Playbook](#).



All assets can be accessed via this Bynder button →

**Bynder**

Asset: Teller Scripts

# Asset: Teller Scripts - Channel Strategy

## Channel Strategy

**Timing:** The Teller Scripts are meant to be a complimentary asset that can be leveraged alongside your partnership announcement, as well as used as evergreen material to tell your families about Greenlight. We recommend preparing employees to feel confident with these scripts prior to the Press Release about your Greenlight partnership.

**Complementary Assets:** We recommend employees have the following print and/or digital assets on hand to offer your families as they are engaging in conversation with them about Greenlight:

- flyer
- Postcard
- Trifold

**Version Notes:** We've provided multiple options, depending on the scenario. We have opening options (teller talks about Greenlight unprompted), as well as scenario options (teller is conversing with a customer or member and the customer or member brings up a topic that reveals an opportunity to talk about Greenlight).

All assets can be accessed via this Bynder button →

**Bynder**

# Asset: Teller Scripts - Channel Requirements

## Channel Requirements

Requirements for using this asset:

- Employees must know your Greenlight partner website to direct families there:  
[www.greenlight.com/\[institutionname\]](http://www.greenlight.com/[institutionname])

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**Bynder**

# Asset: Teller Scripts - Creative Preview

## Opener:

### Option 1 (Straightforward)

Here's something you may find exciting: Your family has free access to Greenlight, the debit card and money app for kids and teens. With Greenlight, you can send money instantly, see real-time spending notifications, manage chores, and automate allowance — all while teaching your kids about financial literacy. Would you like to try it out?

**CTA:** Do you have a [Fin Inst] account?

**Yes** → Direct to learn more about GL

**No** → Direct to open an account at FinInst to get GL

# Asset: Teller Scripts - Creative Preview

## Opener:

### Option 2 (Conversational)

Are you interested in teaching your kids financial literacy? I'm asking because [Fin. Inst.] has a partnership with Greenlight — the debit card and money app for kids and teens — so you can sign up for free! With Greenlight, you can send money instantly, see real-time spending notifications, manage chores and automate allowance, and more. Are you interested in learning more?

**CTA:** Do you have a [Fin Inst] account?

**Yes** → Direct to learn more about GL

**No** → Direct to open an account at FinInst to get GL

# Asset: Teller Scripts - Creative Preview

## Opener:

### Option 3 (Detailed and conversational)

I have big news for your family! With a [account name], you have free access to Greenlight. It's a debit card for kids and teens that's connected to an app managed by parents. You can send money instantly, keep an eye on spending, get real-time notifications, and manage chores and allowance. With their own debit card and app experience, kids monitor balances, check off chores, set savings goals, and learn money concepts through fun, interactive games. Want to give it a try?

**CTA:** Do you have a [Fin Inst] account?

**Yes** → Direct to learn more about GL

**No** → Direct to open an account at Fin Inst to get GL

# Asset: Teller Scripts - Creative Preview

## Scenario driven:

### Scenario 1 - Prospect talks about earning money / chores

**Prospect:** I'd like to open an account for my child, they're earning money from household chores. Can you help me find what account is best for him?

**Teller:** I'm excited to hear more about your child and their savings goals! I have an option in mind. [Fin. Inst.] has partnered with Greenlight to bring [customers/members] a free benefit. Greenlight is a debit card for kids and teens linked to an app where your child can learn to spend their money wisely with your oversight. Friends and family can safely send them money for all their hard work, with your approval on every payment.

**CTA:** Do you have a [Fin Inst] account?

**Yes** → Direct to learn more about GL

**No** → Direct to open an account at FinInst to get GL

# Asset: Teller Scripts - Creative Preview

## Scenario driven:

### Scenario 2 - Prospect talks about saving money for college or other goal

**Prospect:** I'd like to help my child start saving for college or another financial goal.

**Teller:** Greenlight may be a great fit for your family. Greenlight is a debit card for kids and teens linked to an app. Your kids can earn money from you through chores and allowance, set savings goals, and track balances, while you can send money instantly. How do these options sound?

**CTA:** Do you have a [Fin Inst] account?

**Yes** → Direct to learn more about GL

**No** → Direct to open an account at FinInst to get GL

# Asset: Teller Scripts - Creative Preview

## Scenario driven:

### Scenario 3 - Prospect talks about no fees for child / no risk of fees for overspending

**Prospect:** I want my child to learn how to use a debit card but don't want to get charged fees for overspending.

**Teller:** What a great way to help your child learn about money! We do have a free benefit called Greenlight. It's a debit card for kids and teens linked to an app that's managed by parents. You can set flexible parental controls and get real-time notifications of their money activity. I can help you get this process started.

**CTA:** Do you have a [Fin Inst] account?

**Yes** → Direct to learn more about GL

**No** → Direct to open an account at FinInst to get GL

Asset: Financial  
Institution Social Posts

# Asset: Financial Institution Social Posts - Channel Strategy

## Channel Strategy

**Timing:** We recommend publishing launch social posts in tandem with your press release as soon as the partnership is live and Greenlight's offering is available to your customers.

**Location:** We recommend prioritizing Facebook, Instagram, and LinkedIn as key social channels. You can also encourage employees to like and re-share the social posts on their personal channels to maximize reach.

# Asset: Financial Institution Social Posts - Channel Requirements

## Channel Requirements

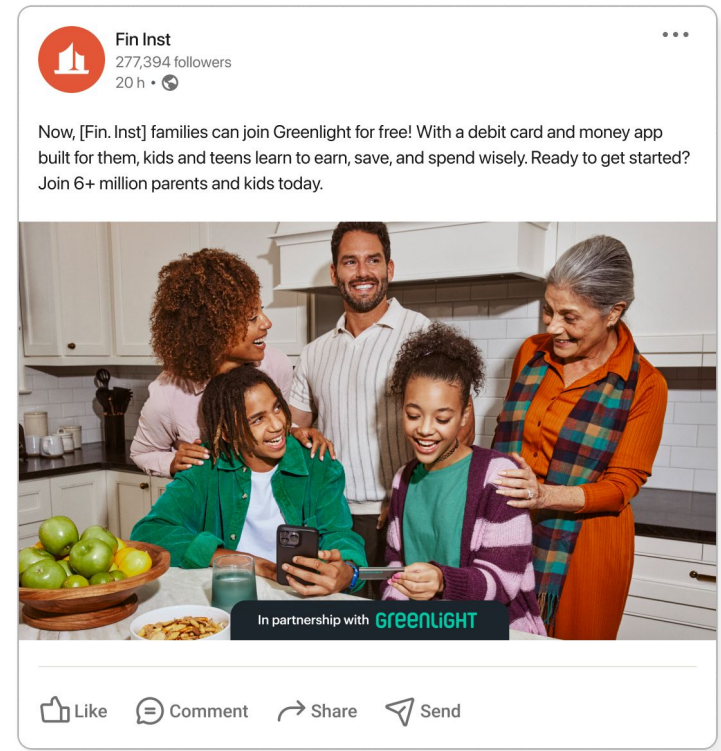
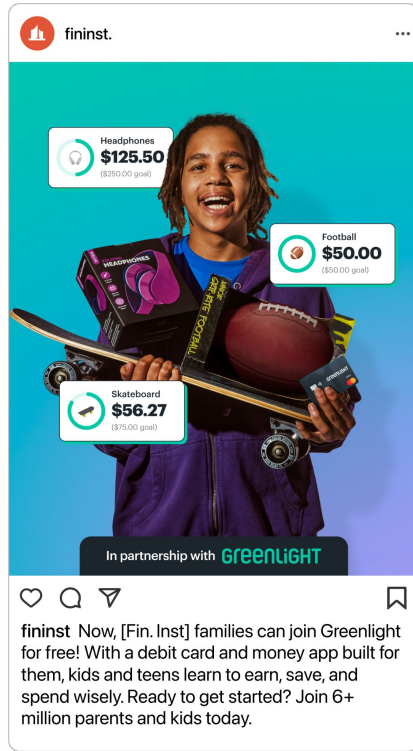
Requirements for using this asset:

- Please use recommended social copy and assets as is; any changes you'd like to make will require approval from Greenlight's in-house Communications and Legal team.
- Include [www.greenlight.com/\[institutionname\]](http://www.greenlight.com/[institutionname]) URLs in all social posts.

All assets can be accessed via this Bynder button, Asset Sub-Type Social Media →

**Bynder**

# Asset: Financial Institution Social Posts - Creative Preview



All assets can be accessed via this Bynder button, Asset Sub-Type Social Media →

Bynder

Asset: Website -  
Homepage Hero

# Asset: Website - Homepage Hero - Channel Strategy

## Channel Strategy

**Timing:** We recommend launching this homepage hero in tandem with launching your Press Release. Because the content is evergreen, this hero can be worked into rotation throughout your calendar year.

**Location:** Showcase Greenlight in the hero section on the homepage with the asset provided to captivate and engage potential customers while also informing existing clients about this offering available to them.

The hero assets provided are designed to include a clear and concise high performing headline and a strong CTA to lead directly to the landing page.

All assets can be accessed via this Bynder button →

**Bynder**

# Asset: Website - Homepage Hero - Channel Requirements

## Channel Requirements

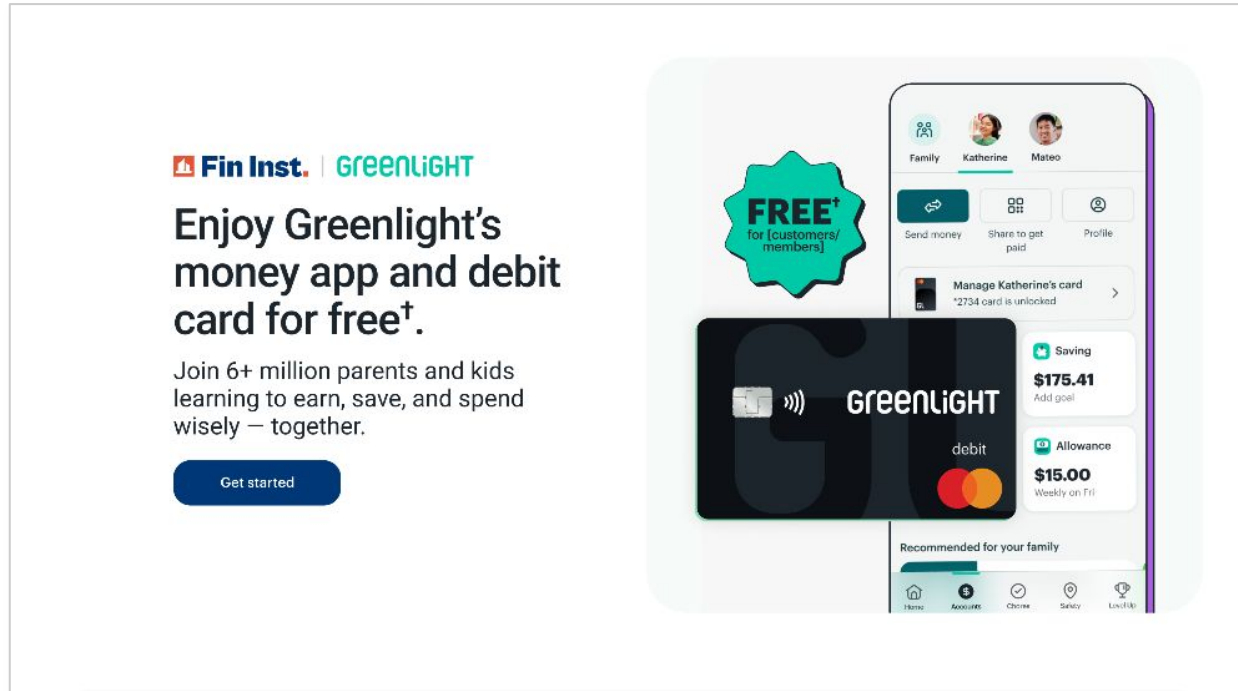
Requirements for using this asset:

- Do not alter asset to remove Greenlight images or headlines
- Include a CTA above the fold to drive to dedicated landing page for customers to sign up

All assets can be accessed via this Bynder button →

**Bynder**

# Asset: Website - Homepage Hero - Creative Preview



All assets can be accessed via this Bynder button →

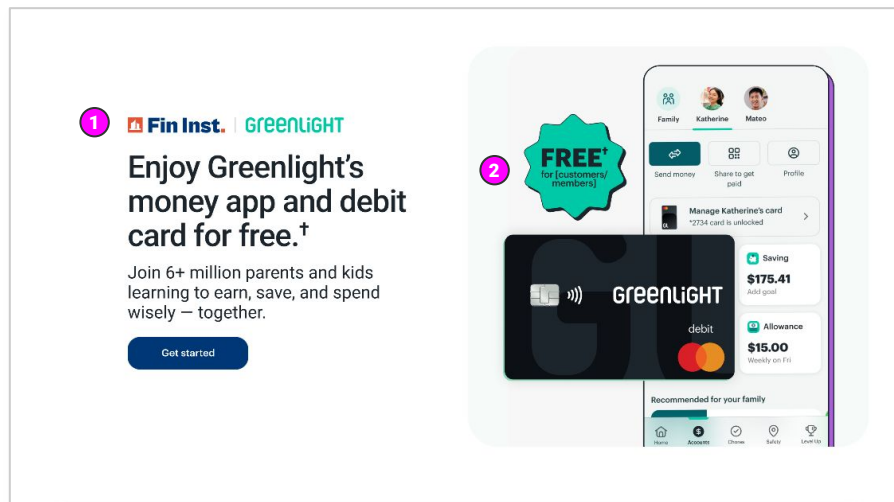
**Bynder**

# Asset: Website - Homepage Hero - Usage Examples

Due to varying web specifications, we'll provide working files for you to crop and resize the image. Please refer to the previous slide for design guidance and update the copy in the designated areas.

1. **Logo**
2. **Client type**

For more guidelines requirements, please refer to the [Strategic Playbook](#).

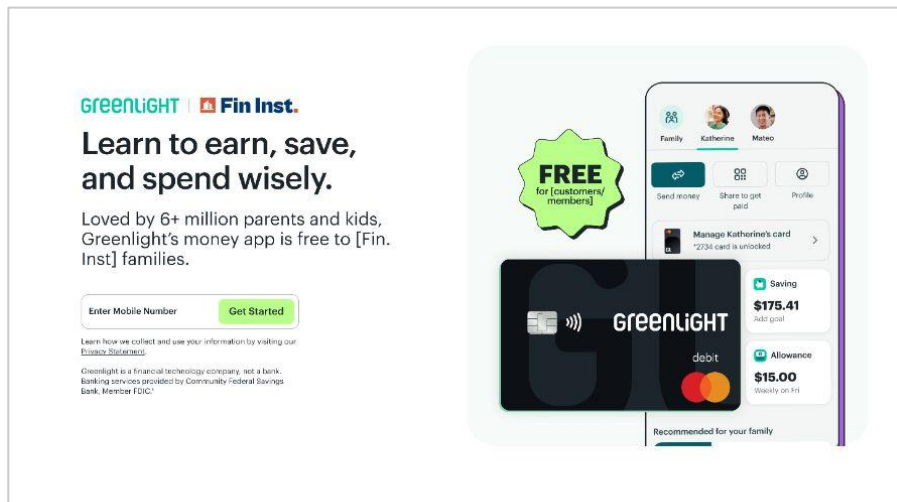
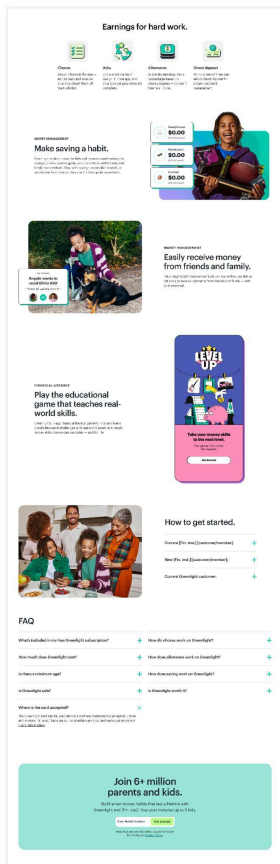
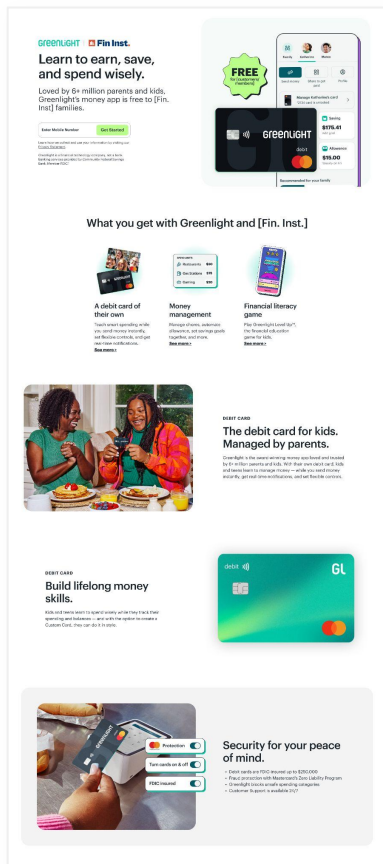


All assets can be accessed via this Bynder button →

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Asset: Greenlight-Hosted  
Landing Page

# Asset: Greenlight-hosted Landing Page - Creative Preview



Asset: Partner-Hosted  
Landing Page

# Asset: Partner-hosted Landing Page - Channel Strategy

## Channel Strategy

Acquisition and awareness marketing should primarily drive to your Greenlight hosted landing page. This landing page (hosted on your financial institution's website) can be used as a bridge between marketing channels and the Greenlight-hosted landing page if you find that customers need more information in the program.

For customers interested in learning more about Greenlight and the bank partnership before signing up, drive them to a dedicated landing page hosted on the bank website.

All traffic from this page will drive to the Greenlight-hosted dedicated landing page for families to sign up for Greenlight.

# Asset: Partner-hosted Landing Page - Channel Requirements

## Channel Requirements


Requirements for using this asset:

- Do not use this page for sign ups, drive all sign up traffic to the Greenlight-hosted landing page
- Partner-hosted landing pages must also be approved by Greenlight's compliance team

All assets can be accessed via this Bynder button →

**Bynder**

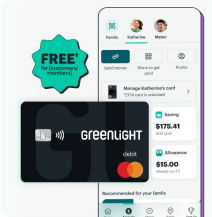
# Asset: Partner-hosted Landing Page - Creative Preview



Enjoy Greenlight's money app and debit card for free.\*

Join 6+ million parents and kids learning to earn, save, and spend wisely — together.


[Get started](#)



**FREE\***  
for [customers/members]

**Get your free\* Greenlight subscription today.**

[Fin Inst.] [customers/members] can get the debit card and money app for families for free through our partnership with Greenlight. To sign up, [Fin Inst. instructions].



**A debit card for kids. And so much more.**


- Money management**  
Send money instantly, set flexible controls, and get real-time notifications.
- Chores and allowance**  
Assign chores and automate allowance — with the option to connect payments to chore progress.
- Savings goals**  
Set savings goals for what your kids really want — and reach them together.
- Financial literacy game**  
Kids play Greenlight Level Up™, the game that makes money concepts easy to understand and fun to learn.


**FAQ**

What is included in my free\* Greenlight subscription? +

How much does Greenlight cost? +

How do I access my free\* Greenlight subscription? +

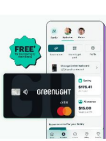




Enjoy Greenlight's money app and debit card for free.\*

Join 6+ million parents and kids learning to earn, save, and spend wisely — together.


[Get started](#)



**FREE\***  
for [customers/members]

**Get your free\* Greenlight subscription today.**

[Fin Inst.] [customers/members] can get the debit card and money app for families for free through our partnership with Greenlight. To sign up, [Fin Inst. instructions].



**A debit card for kids. And so much more.**


- Debit card and money app**  
Send money instantly, set flexible controls, and get real-time notifications.
- Chores and allowance**  
Assign chores and automate allowance right in the Greenlight app.
- Savings goals**  
Set savings goals for what your kids really want — and reach them together.
- Financial literacy game**  
Kids play Greenlight Level Up™, the game that makes money concepts easy to understand and fun to learn.


**FAQ**

What's included in my free\* Greenlight subscription? +

How much does Greenlight cost? +

How do I access my free\* Greenlight subscription? +

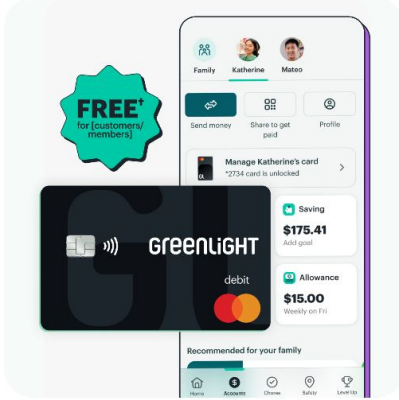




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[Get started](#)



**FREE\***  
for [customers/members]

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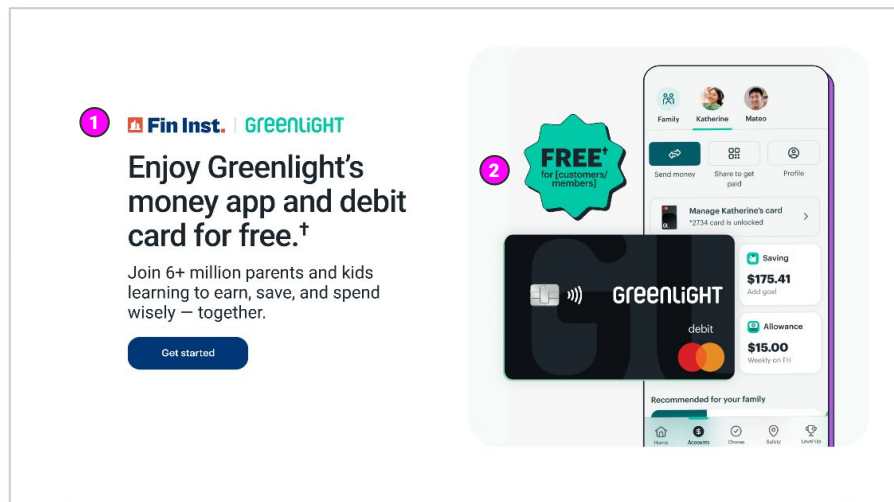
Bynder

# Asset: Website - Partner-hosted Landing Page - Usage Examples

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1. **Logo**
2. **Client type**

For more guidelines requirements, please refer to the [Strategic Playbook](#).



All assets can be accessed via this Bynder button →

**Bynder**

Asset: Employee  
LinkedIn Messaging

# Asset: Employee LinkedIn Messaging - Channel Strategy

## Channel Strategy

**Timing:** We recommend activating your financial institution's employee base to help share and celebrate the news once your launch social posts are live.

**Location:** On LinkedIn, employees can like and re-share your launch social post to their personal social channels to maximize reach and visibility.

All assets can be accessed via this Bynder button →

**Bynder**

# Asset: Employee LinkedIn Messaging - Channel Requirements

## Channel Requirements

Requirements for using this asset:

- Please have employees like and re-share your financial institution's launch social posts with one of the provided captions.
- Please use recommended social copy and assets as is; any changes you'd like to make will require approval from Greenlight's in-house Communications and Legal team

All assets can be accessed via this Bynder button →

**Bynder**

# Asset: Employee LinkedIn Messaging - Creative Preview

## Option 1

I'm excited to share [Fin. Inst]'s partnership with Greenlight! Together, we're bringing the debit card and money app for kids to [Fin. Inst.] families — for free. Sign up: [link].

## Option 2

[Fin. Inst] is partnering with Greenlight, and we couldn't be more proud! Now, [Fin. Inst.] families can get the debit card and money app for kids and teens for free. You can get started here: [link]

## Option 3

I'm thrilled to share that [Fin Inst] is bringing Greenlight's mission to our [customers/members] for free! Now, [Fin Inst] parents can raise financially smart kids with Greenlight's debit card and money app for kids and teens. Read all about it: [Link].