

# 529 College Savings Day

## What's Your Plan?

MAY 29, 2009



### Saving for college: Families need a plan

As college costs continue to rise, families are facing more financial pressures than ever — and don't know where to turn. That's why we need your help to spread the word about 529 College Savings Day on Friday, May 29. It's the day we're asking people to commit to tell friends, family, and communities about an easy way to start saving: 529 college savings plans. A 529 college savings plan offers families a tax-advantaged way to start saving now for college in the future.\*

### 529 College Savings Day: What's the big deal?

- Saving for college is one of most important things we can do for the students in our lives, whether they're starting kindergarten, in middle or high school, or even planning to go back to college.
- May 29 is the day to raise awareness and educate *all* families around the country: This is the time to make a plan to start saving.
- We all need to get involved to make 529 College Savings Day a turning point in our communities. Our country's future depends on an educated workforce.
- All too often, families put off saving for college — it just seems so far away. But if they begin early and save little by little, their college savings can potentially add up over time.

### Why we need you for 529 College Savings Day

- Family members, friends, and businesses in your community all need you to talk about the importance of starting early to save for college.
- If families think they can't save for college, you can inspire them to believe that they can with a 529 plan.
- No student should have to pass up dreams of college, vocational school, technical school, or graduate school because they can't afford to go.

### Did you know...

... If the family of a newborn invested \$50 a month in a 529 plan (assuming a 7% rate of return), they could potentially save as much as \$21,662 over 18 years; but if the student had to borrow that amount for college (assuming a private student loan rate of 8%), he or she would be faced with a \$207 monthly payment — for 15 years!\*\*\*

\* The availability of tax or other benefits may be contingent on meeting other requirements.

\*\* This hypothetical illustration does not represent the return on any particular investment.

529 College Savings Day is for everyone who has a dream of helping others reach their fullest potential.

**Help us spread the word — what's your plan?**



## What's your plan for 529 College Savings Day?

Spread the word — a few simple actions from each of us can help get the message across that we can all save for college:

- **States:** Proclaim May 29 as 529 College Savings Day or ask constituents to make an extra effort to save on that day.
- **School administrators/local education boards:** Sponsor a project of “What I want to be when I grow up” and stress the need for a college education.
- **Parents:** Chair a meeting on 529 plans for your PTA and PTO.
- **Grandparents:** Plan a meeting with your community, religious, or social groups.
- **Employers:** Sponsor a “brown bag” luncheon for your employees about saving for college.
- **Colleges:** Host a seminar or info table at a local high school about saving for college with a 529 plan.
- **Businesses:** Show your support by sponsoring community events, contests, and other branding opportunities.
- **Everybody:** Enroll in a 529 plan.

## 529 college savings plans — designed to help all families

These tax-advantaged programs were created to help families save for future education expenses. Many are sponsored by a state, though you can enroll in any plan regardless of where you live.

### 529 plans offer:

- Significant tax advantages for whoever opens the account — parents, grandparents, relatives, or friends
- Affordable minimums
- Control over the account by the account owner
- The flexibility to use assets at any eligible college, vocational school, or technical institution
- Gift tax benefits
- Professional investment management

## How to get started

For more information on 529 College Savings Day, email us at [529collegesavingsday@529.com](mailto:529collegesavingsday@529.com).

### Did you know...

... A college graduate can earn an average of over 61% more than a high-school graduate over a 40-year work history; that can translate to an extra **\$800,000** in earnings potential. (Source: *The College Board, Education Pays, 2007.*)

### Why is 529 College Savings Day celebrated on May 29?

It's simple: May 29 = 5/29 = 529!

Have an idea for a community event to promote 529 College Savings Day? Let us know! Email us at [529collegesavingsday@529.com](mailto:529collegesavingsday@529.com).