

Student Communication for Schools

Dear [Name],

Like many students, you are probably combing through course catalogues, seeking a major that will put you on track for a personally and financially rewarding career, preferably one with exponential growth potential and work-life balance.

The [Program Name]at [School Name] might be exactly what you’re looking for.

Public demand for financial planning advice is greater than ever before, but the aging and shrinking financial planner workforce is unable to meet this demand. Many young people don’t consider a career in this dynamic field because they think being a financial planner means poring over complicated spreadsheets; in reality, financial planning is about far more than math.

Financial planners help individuals and families manage their finances to achieve life goals, whether that be financing a dream home, planning for retirement, saving for a child’s higher education. Because this in-demand profession is rapidly growing, it offers you the flexibility to work at firms big or small, or to chart your own path as an entrepreneur. And a median income of $89,000 reported for financial advisers by the Bureau of Labor Statistics isn’t bad either.

The [Program Name] will provide you with the foundation you need to pursue a financial planning career and obtain CFP® certification, the recognized standard of excellence for competent and ethical personal financial planning. CFP® certification sets you apart from the rest of the field and provides greater credibility in the eyes of potential clients or employers. In fact, CFP® professionals earn up to 80 percent higher median income than their peers without the designation.

If you’d like more information about our [Program Name], please contact [Contact Info].

For additional information:

* Visit [CFPPro.org](http://www.cfppro.org) to see videos and stories from real CFP® pros and why they chose a career in financial planning
* Request a copy of the [*Professional Advantages of CFP® Certification*](https://getcfpcertified.org/CFPpro) guide to learn why the CFP® certification matters
* Learn about [scholarship programs](https://centerforfinancialplanning.org/initiatives/scholarships/) available from the CFP Board Center for Financial Planning to enable qualified individuals to complete the education requirement for attaining CFP® certification
* Search the [CFP Board Career Center](https://www.cfp.net/career-center) for job and internship postings, support and mentorship

Sincerely,

[Program Contact]

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