



Frequently Asked Questions

What is the National Financial Bee?

The 2021 EVERFI Financial Literacy Bee is a nationwide financial literacy initiative for students ages 13-18 that will run from April 1-15. Sponsored by financial institutions for the students in their communities, the Bee is made up of a 4-part course and an essay contest, where students compete to win up to \$10,000 in scholarship prizes. This initiative enables financial institutions to connect with their community and provide critical financial education to students social distancing at home in a fun and engaging way.

Who can participate in the Financial Bee?

The course is designed for students ages 13-18, and the scholarship competition is only open to US & Canadian students ages 13-18 as of April 15, 2021.

How would students access the course?

Students will access the course through your institution's custom-branded landing page that EVERFI will build from you. You can promote the landing page in your social media, email, and website channels.

Why would a financial institution sponsor the Bee?

As communities come together to support each other through this challenging time, financial institutions have a critical and unique role to play in helping parents feel secure, and students engaged. The Financial Literacy Bee enables financial institutions to reach their communities and connect with students digitally during this unprecedented time

How will EVERFI help sponsors promote the Bee?

EVERFI's marketing team has put together a robust [marketing toolkit](#) for sponsors. Gold & Platinum sponsors will have their logo included on the national website.

What are the details of the course?

One new elective learning program that includes a pre-designed landing page and four 10-15 minute modules plus one capstone essay submission. Learners will gain skills to create an

individual financial decision-making framework, which they can apply to their lives now and in the future. The short, interactive lessons teach students how to save, set financial goals, budget, and invest.

Are students required to submit the capstone essay?

No. At the conclusion of the Bee, students can write & submit an essay. To qualify for the scholarship, they must submit an essay, but they may complete the modules and opt-out of the essay.

Are students required to finish all modules to be eligible for the scholarship?

Although completing all modules is not mandatory, students are encouraged to take all modules and will need to be able to reference what they learned in the modules to submit a compelling essay.

How long is the Bee open?

The Bee course is open from April 1-15, 2021. The capstone module & scholarship entry is open until 11:59pm PT on April 15, 2021.

Can someone who is under 13 compete for the scholarship?

No, only students ages 13-18 are eligible to compete for the scholarship competition.

How will the scholarship competition be run?

EVERFI will be responsible for running the contest, which includes creating the essay prompt and rubric, running the submission process, choosing the scholarship vehicle, and managing the award process. EVERFI will award the scholarship in May.

Can a sponsor run their own scholarship contest or incentive?

Yes! Using the optional marketing area on the sponsor landing page, sponsors are encouraged to run their own incentive programs to drive usage. EVERFI will provide sponsors with student contact information (for only those students who opt-in to being contacted by the sponsoring institution) to fulfill the incentives.

Where should students reach out with questions?

They can email learnersupport@everfi.com. This information is also linked from the Help section of the Financial Literacy Bee platform.

What data will be provided to sponsors & when will we receive it?

All sponsors will receive an Executive Summary report that contains aggregate usage data including

- Total visits to landing page
- Total number of activity starts (modules)
- Average time spent in program
- Total number of capstone essays submitted
- Number of essay submissions by ZIP code (if at least 5 participants)

Finally, sponsors will receive copies of the top 5 essay submissions. If an institution would like to have all essay submissions (from students who have opted-in), please request this from your EVERFI Account Manager and we can provide. We cannot provide contact information for students who participate in the challenge. Winning students will be sent a winner affidavit for parental signature, at which point we will collect consent for the sponsor contact and congratulate the winning student.