



# Q4 2025 Marketing Results

March 18, 2026

# Executive Summary

- 2025 was a year of impressive growth.
  - All Marketing Performance Goals were met.
  - New Accounts of 52,514, up 3.3% over 2024.
  - Total Accounts of 487,145, up 7.2% over 2024.
  - Contributions of \$1.487 billion, up 9.3% over 2024.
  - Gifting Contributions of \$127 million, up 24% over 2024.
  - Workplace Savings program partners grew by 53 in 2025.
  - Holiday campaign featuring Instacart giftcard offer yielded 2,004 new accounts, down 24% versus 2024 campaign. In-market media spend was down 60%, with the most significant reductions in Direct Mail.
  - Test completed with editorial content placed in Kiplingers, Investopia, and Parents to increase program awareness and audience pool. Above average click-through-rates were achieved. Moving forward with more placements in Investopia and Parents in Q1.



# A Look Ahead

- In-Market media spending pattern adjusted to align with periods of peak opportunity for 2026.
- Brand evolution plan developed with research and creative testing included.
- Thought leadership:
  - Two speaking engagement proposals submitted for the National Association of State Treasurers' Treasury Management Training Symposium
  - Establishing new public relations plan including paid media and earned media for 2026 with new creative assets (video, infographics, etc.)
- Testimonial gathering event scheduled for April 11.
- A 529 Day campaign is planned for late May.
- Work is in progress to significantly enhance our audience targeting capabilities by adopting more advanced technology platforms and data modeling techniques. Project is on track to be completed by June 30.



# ScholarShare 529 2025 Marketing Plan – Q4 Achievements

	Goal	Strategy	Achievements
1	<b>Gain New Accounts/AUM</b>	<p>Strategically use technology and marketing resources to grow the plan.</p> <p>Marketing Performance Targets:</p> <ul style="list-style-type: none"> <li>6% growth in Total Accounts</li> <li>4% growth in Contributions</li> <li>&lt;2% of Total Accounts closed due to rollovers</li> </ul>	<p><b><u>Year-End Results</u></b></p> <ul style="list-style-type: none"> <li>New Accounts of 52,514 are up 3.3% over 2024.</li> <li>Total Accounts of 487,145 are up 7.2% over 2024.</li> <li>Contributions of \$1.487 billion are up 9.3% over 2024.</li> </ul> <p><b><u>Marketing Performance Metrics FY 2025:</u></b></p> <ul style="list-style-type: none"> <li>Total Accounts Growth Goal: 6% (479,506), 102% YTD (487,145)</li> <li>Contributions Growth Goal: 4% (\$1,413 million), 105% YTD (\$1.487 billion)</li> <li>% of Total Accounts closed due to rollovers Goal: &lt;2%, 0.39%</li> </ul>
2	<b>Increase Account Owner Diversity</b>	Leverage targeted media and PR/media relations to increase the diversity of ScholarShare 529 account owners.	CalKIDS and multi-cultural media targeting for ScholarShare ads continue to have a positive effect on diversifying our account owner base. Yet, the reliability of our tracking is declining as consumers are less willing to share information.
3	<b>Cross-sell younger CalKIDS claimants on ScholarShare</b>	Engage CalKIDS claimants with content to spur ScholarShare account openings	Learnings from 2025 initiatives leveraged in messaging development planned for 2026.
4	<b>Grow plan via Employers/RIAs</b>	Continue to build relationships with employers (public and private) and registered investment advisors to attract new account owners.	Incremental collateral materials created for TIAA education consultants and SIB outreach team.
5	<b>Support tenured account owners</b>	Continue to enhance the College Countdown program to serve the needs of mature account owners on the cusp of using their 529 savings.	<ul style="list-style-type: none"> <li>College Countdown website content was regularly refreshed, and current account owners with beneficiaries age 16+ received a monthly email highlighting new information.</li> <li>Site visits since launch exceed 190,000.</li> <li>Decision reached to sunset the Parents Advisory Council (PAC) and redeploy resources to support other forms of research in 2026 as well as testimonial gathering.</li> </ul>

# ScholarShare 529 Business Results

## Marketing Performance Targets

- Total Accounts Growth Goal: 6% (479,506), 102% YTD (487,145)
- Contributions Growth Goal: 4% (\$1,413 million), 105% YTD (\$1.487 billion)
- % of Total Accounts closed due to rollovers Goal: <2%, 0.39% YTD

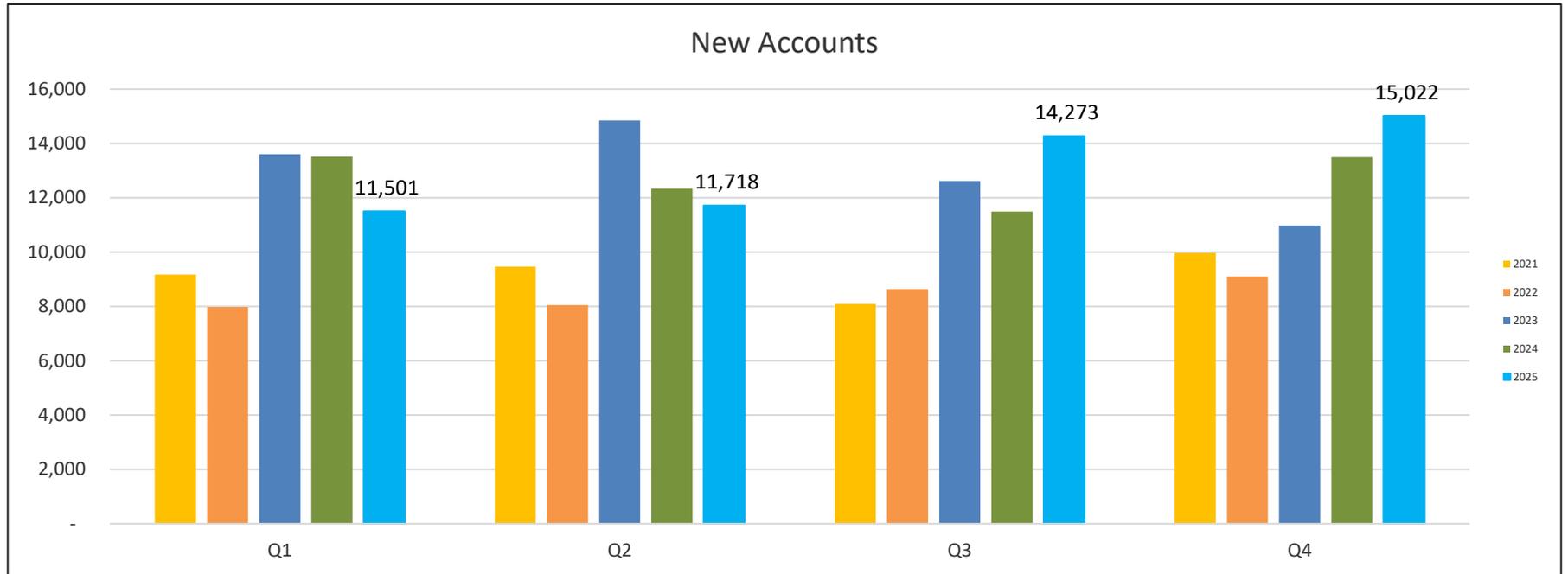
Accounts and Contributions	December 31, 2024	December 31, 2025	% Change
Total New Accounts Opened	50,838	52,514	3.3%
Total New Contributions Collected <sup>1</sup>	\$1.359 billion	\$1.487 billion	9.3%
Growth Rate <sup>2</sup>	ScholarShare 529	Industry	% Difference
Annual Asset Growth Rate excluding CalKIDS/Local CSAs	15.18%	16.02%	-0.84%
Annual Asset Growth Rate including CalKIDS/Local CSAs	16.38%	16.02%	0.36%
Rollovers	Year Ending December 31, 2024	Year Ending December 31, 2025	% Change
% of Plan Accounts Closed Due to Rollovers <sup>3</sup>	0.37%	0.39%	0.02%
Accounts and Assets	December 31, 2024	December 31, 2025	% Change
Total Open Accounts	454,399	487,145	7.2%
Assets excluding CalKIDS/Local CSAs	\$15.1 billion	\$17.4 billion	15.2%
Assets including CalKIDS/Local CSAs	\$16.5 billion	\$19.2 billion	16.4%
Market Share excluding CalKIDS/Local CSAs	4.7%	4.7%	0.0%
Market Share including CalKIDS/Local CSAs	5.2%	5.2%	0.0%

<sup>1</sup> Excludes CalKIDS.

<sup>2</sup> ISS Market Intelligence – Q4 2025. “Industry” represents all Direct Sold Plans.

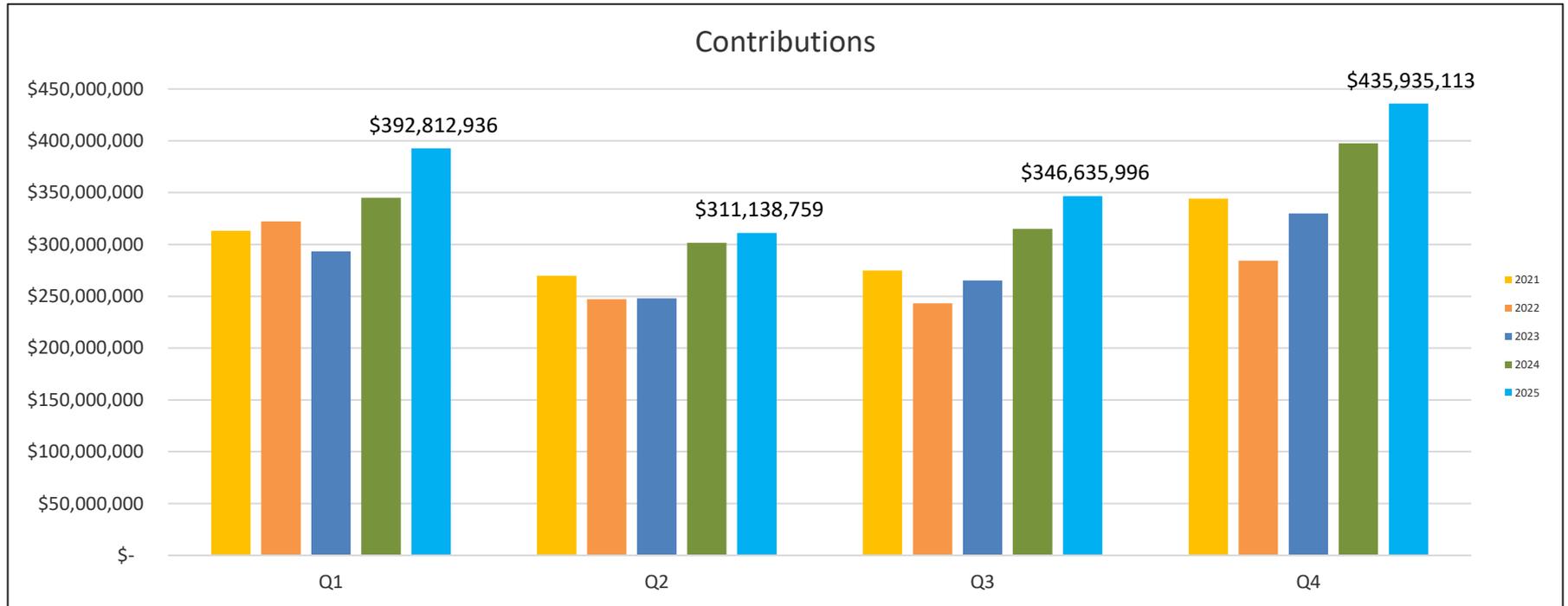
<sup>3</sup> Excludes accounts closed from rollovers to Roth IRAs.

# New Accounts



	Q1	Q2	Q3	Q4	TOTAL
<b>2021</b>	9,166	9,463	8,094	9,973	36,696
<b>2022</b>	7,981	8,055	8,636	9,098	33,770
<b>2023</b>	13,605	14,850	12,615	10,983	52,053
<b>2024</b>	13,514	12,335	11,496	13,493	50,838
<b>2025</b>	11,501	11,718	14,273	15,022	52,514

# Contributions

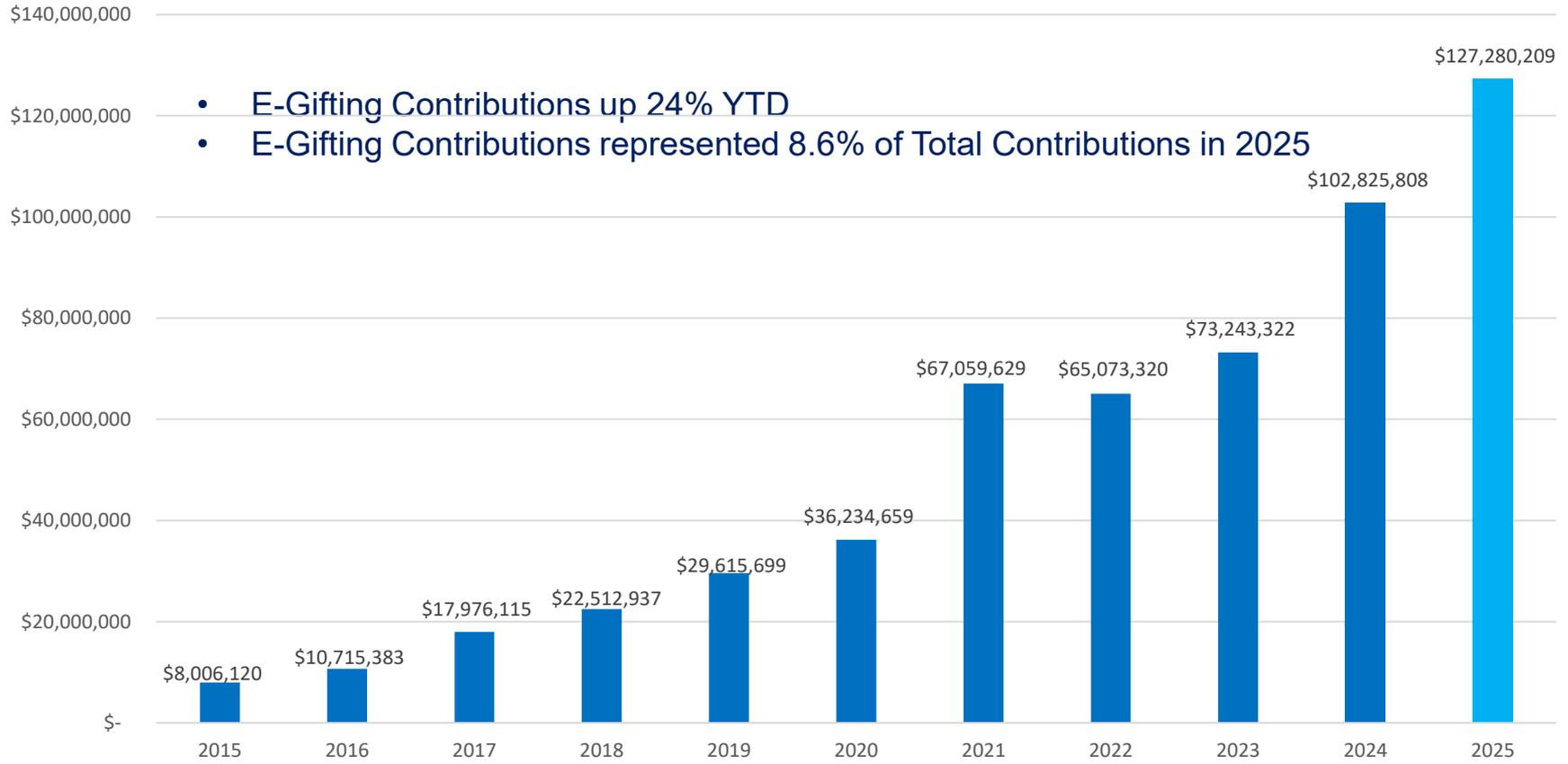


	Q1	Q2	Q3	Q4	TOTAL
<b>2021</b>	\$ 313,257,538	\$ 269,680,328	\$ 274,823,514	\$ 344,334,322	\$ 1,202,095,703
<b>2022</b>	\$ 322,237,018	\$ 247,099,857	\$ 243,342,358	\$ 284,211,334	\$ 1,096,890,568
<b>2023</b>	\$ 293,215,857	\$ 247,885,053	\$ 265,210,671	\$ 329,902,926	\$ 1,136,214,506
<b>2024</b>	\$ 345,144,555	\$ 301,549,772	\$ 315,209,187	\$ 397,541,348	\$ 1,359,444,863
<b>2025</b>	\$ 392,812,936	\$ 311,138,759	\$ 346,635,996	\$ 435,935,113	\$ 1,486,522,803

# E-Gifting Contributions are a meaningful portion of Total Contributions



### E-Gifting Contributions



- E-Gifting Contributions up 24% YTD
- E-Gifting Contributions represented 8.6% of Total Contributions in 2025

# Employer Outreach Report – Q4 2025

## New WPS Partners

The Hume Center

HVAC Piping Plumbing

Community College of Philadelphia

Therapy Management Corp

Elizabethtown College

DeLeon Realty Inc.

AACI

Instacart

The Harker School

City of Pomona

Lotusland

West Valley Water District

Lucas Museum

Rainbow Municipal Water District

Classical Academies

Radeus Labs

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

## Grow

9

WPS Lead  
Generating  
Activities

16

New WPS  
Partners

312

New Accounts

\$7M

AUM Support  
through education

## Educate

52\*

Education activities  
\*4 of 52 conducted in  
Spanish

239

One-on-One  
consumer  
consultations

## News from The Field

**Strategic TPA Partnership Unlocks Broker Network Access:** The NorCal Team's meeting with a Benefits Broker at Gallagher TPA delivered immediate results - an employee webinar for 529 Day across Gallagher's entire TPA client base, reaching hundreds of employees. The broader opportunity, the broker is introducing the team to her network and hosting a Lunch & Learn at Gallagher's Walnut Creek office to showcase our workplace savings capabilities. A single broker relationship is now becoming a gateway to an entire network of Benefits Brokers positioned to champion Scholarshare 529 across Northern California.

# Driving New Account Growth

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

# Tactical Results Year-over-Year (YoY)

Audience	2025 Q4 Engagement and Conversion Highlights*	2024 Q4 Engagement and Conversion Highlights*	YoY Q4 Comparison
Prospect	<ul style="list-style-type: none"> <li>Holiday Direct Mail/E-Mail (DM/EM) campaign generated 726 recurring contribution (RC) sign-ups to date*</li> </ul>	<ul style="list-style-type: none"> <li>Holiday DM/EM campaign generated 1,241 RC sign-ups to date*</li> </ul>	<ul style="list-style-type: none"> <li>RC sign-up decreased by 41.5% YoY, aligning with a significant decrease in campaign spend YoY.</li> </ul>
Inquirers	<ul style="list-style-type: none"> <li>31% EM unique open rate</li> <li>10.9% conversion rate with 73 new accounts generated</li> </ul>	<ul style="list-style-type: none"> <li>31% EM unique open rate</li> <li>5.9% conversion rate with 52 new accounts generated</li> </ul>	<ul style="list-style-type: none"> <li>EM unique open rate remained consistent YoY.</li> <li>Conversion rate and new accounts generated increased by 84.7% and 40.4% YoY.</li> </ul>
New AO's	<ul style="list-style-type: none"> <li>41% EM open rate</li> <li>0.7% account upsell rate with 345 new accounts</li> <li>44% RC sign-up</li> </ul>	<ul style="list-style-type: none"> <li>39% EM open rate</li> <li>0.7% account upsell rate with 281 new accounts</li> <li>46% RC sign-up</li> </ul>	<ul style="list-style-type: none"> <li>EM open rate increased by 5.1% YoY.</li> <li>Account upsell rate remained the same YoY, while new accounts increased by 22.8%.</li> <li>RC sign-ups decreased YoY (4.3%).</li> </ul>
Account Owners	<ul style="list-style-type: none"> <li>Holiday EM campaign had a contribution rate of 56.1% and an average contribution of \$1,152*</li> <li>Monthly Birthday emails to date (Nov &amp; Dec) had a 45.9% contribution rate with \$909 average contribution \$</li> </ul>	<ul style="list-style-type: none"> <li>Holiday EM campaign had a contribution rate of 61.6% and an average contribution of \$1,220 to date*</li> </ul>	<ul style="list-style-type: none"> <li>Contribution rate and average contributions decreased YoY by 8.9% and 5.6%, respectively.</li> <li>Monthly birthday emails were first deployed in November 2025, therefore no YoY comparison.</li> </ul>

\*2024 and 2025 Holiday campaign performance metrics are not final as results are from Dec 2024 and not inclusive of 60-day attributions.

# Q4 Evergreen Creative

## Banners

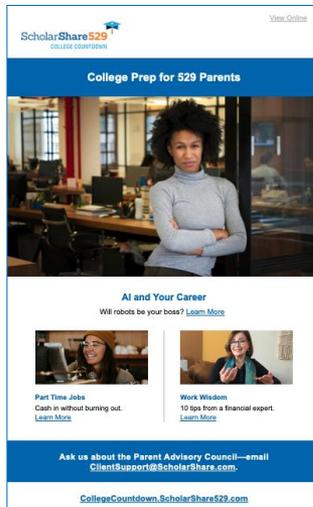


## College Countdown Emails

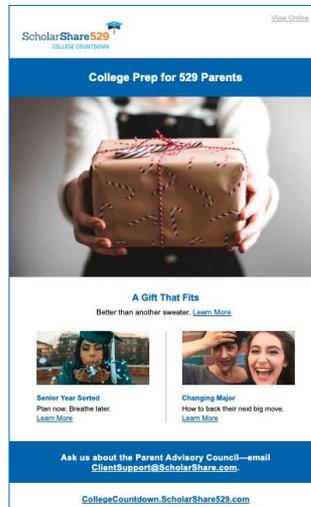
### October



### November



### December



## AO Birthday Emails - November



New AO Birthday emails launched in November featuring two versions – one targeting AOs with beneficiaries over 12 years old and one targeting AOs with beneficiaries under 12 years old. These will be deployed monthly.

Inquirer and Account Owner Onboarding emails series are not pictured but did run in Q4 2025. There were no Account Owner Engagement emails in Q4 2025.

# Holiday Month Campaign

**Results: Campaign yielded 2,004 new accounts, down 24% versus 2024 campaign. In-market media spend was down 60%, with the most significant reductions in Direct Mail.**

**Offer:** \$50 giftcard from Instacart for new accounts opened with \$50 and 6 months of recurring contributions.

**Timing:** December 3-12, 2025

## Targets

- Prospects
- Inquirers
- Existing AOs

## Media

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

**Open a new ScholarShare 529 account. Get a \$50 Instacart GiftCard.**

Open a new account with at least \$50 and set up recurring contributions of \$50 or more for six consecutive months and receive a \$50 Instacart GiftCard.

Offer valid December 3 through December 12, 2025.

ScholarShare 529  
800-544-5248

**Start saving for college now and get a \$50 Instacart GiftCard. It's that easy!**

**GET A \$50 GIFTCARD!**  
Make an initial deposit of \$50 and use promo code **Instacart** when enrolling online.

1. Set up recurring contributions of \$50 or more for at least six consecutive months.
2. Receive your \$50 Instacart GiftCard.

Visit [ScholarShare529.com/Instacart50](https://ScholarShare529.com/Instacart50)

Visit [ScholarShare529.com/Instacart50](https://ScholarShare529.com/Instacart50) for terms and conditions. Promotion ends 12/12/2025. Sponsored by California's ScholarShare 529 College Savings Plan. To learn more about California's ScholarShare 529, its investment objectives, risks, charges and expenses see the Plan Description at [ScholarShare529.com](https://ScholarShare529.com) before investing. Read it carefully. Investments in the Plan are neither insured nor guaranteed and there is the risk of investment loss. TIAA-CREF Individual & Institutional Services, LLC Member FINRA, is the distributor for ScholarShare 529. Ugi™ is a registered service mark of Ascensus Broker Dealer Services, LLC. To opt out of future postal communications, visit [ScholarShare529.com/unsubscribe/](https://ScholarShare529.com/unsubscribe/)

**Get a \$50 Instacart GiftCard\* when you open a new ScholarShare 529 account between 12/3 and 12/12/2025.**

[LEARN MORE](#)

**Make this the season you start saving with a \$50 bonus!**

Give your child the gift of a brighter future this season. Open a new ScholarShare 529 account between 12/3/2025 and 12/12/2025 to get your \$50 Instacart GiftCard.

[LEARN MORE](#)

**Make this the season you start saving with a \$50 bonus\***

Open a new ScholarShare 529 account between 12/3/2025 and 12/12/2025 to receive a \$50 Instacart GiftCard. Watch your child's future shine with the gift of a college savings account.

**Don't let the clock run out!**  
Get your bonus before the offer ends.

52 days 15 hours 28 mins 17 seconds

Open a new account and get a \$50 bonus

**STEP 1: Open a new account**  
Start by opening a new ScholarShare 529 account with at least \$50. Use promo code **Instacart** when you're enrolling online.

**STEP 2: Set up recurring contributions**  
Meet the eligibility requirements by setting up recurring contributions of \$50 or more for six consecutive months.

**STEP 3: Receive the bonus**  
After six months, the \$50 Instacart GiftCard will be mailed to you on or around June 30, 2026.

[LEARN MORE](#)

**Start saving and get a \$50 Instacart GiftCard**

Open a new ScholarShare 529 account between 12/3/2025 and 12/12/2025 and receive a bonus!

Here's how:

1. Make an initial deposit of \$50 and use promo code **Instacart** when enrolling online.
2. Set up recurring contributions of \$50 or more for at least six consecutive months.
3. Receive a \$50 Instacart GiftCard.

[LEARN MORE](#)

Make this season shine with a ScholarShare 529 account

- Earnings grow tax deferred and qualified withdrawals are 100% tax free, meaning you earn more and your funds go farther.
- Use for in- or out-of-state tuition, books, housing and more at any eligible college or university, including technical colleges, and many schools abroad.
- It's easy for family and friends to contribute to your child's account by sharing a link from our Ugi™ service.

Act by 12/12/2025 to take advantage of this offer!

[LEARN MORE](#)

**Get a \$50 bonus this season\***  
when you open a ScholarShare 529 account between 12/3 and 12/12/2025.

[LEARN MORE](#)

**Now's the time to get a \$50 bonus\***  
when you open a ScholarShare 529 account between 12/3 and 12/12/2025.

[LEARN MORE](#)

**Get a \$50 bonus this season\***  
when you open a ScholarShare 529 account between 12/3 and 12/12/2025.

[LEARN MORE](#)

# Q1 2026 Campaign

Timing: January 5- March 31, 2026

## Targets

- Prospects
- Inquirers
- Existing AOs

## Media

- Stream Service Video Ads
- E-Mail
- Direct Mail Postcard
- Display
- Secure Site Banner
- Reddit
- Custom Sponsored Editorial
- Landing Page
- Home Page Module

**Start saving today.**  
**Thank yourself later.**

100% tax-free growth for qualified expenses with ScholarShare 529. Now that's a California dream.

Open an account today!

ScholarShare 529<sup>®</sup>  
THE CALIFORNIA WAY TO SAVE FOR COLLEGE

ScholarShare 529 can help maximize the value of your college savings, but the benefits go beyond tax advantages.

- CHOOSE BENEFACTARY**  
Place funds in an eligible beneficiary so the money is always yours.
- WIDER REDEMPTION OPPORTUNITIES**  
Use at any accredited college or university, community college, technical/trade school, graduate school, and more across the country or abroad.
- FLEXIBLE CONTRIBUTION SCHEDULES**  
Can be opened with any dollar amount, and you can contribute on your own schedule.

Open an account today! ScholarShare529.com/Start | 800-544-5248

To learn more about California's ScholarShare 529, its investment options, rules, charges and expenses, see the Plan Description at ScholarShare529.com before investing. Read it carefully. Investments in the Plan are neither insured nor guaranteed and there is the risk of investment loss. TIAA-CREF Individual & Institutional Services, LLC, Member FINRA, is the distributor for ScholarShare 529.

To opt out of future postal communications, visit ScholarShare529.com/unsubscribe/

**Save now. Thank yourself later.**

Every dollar you save for their higher education today is one less you may need to borrow later. Put your child on the path to success by opening a 529 college savings account now.

LEARN MORE

**Benefits of a ScholarShare 529 account:**

- Tax breaks**  
Earnings grow tax deferred and qualified withdrawals are 100% tax free, meaning you earn more and your funds go further.
- Flexibility**  
Use for in- or out-of-state tuition, books, housing and more at any eligible college or university, including technical colleges, and many schools abroad.
- Economical**  
Put more money toward their college savings with ScholarShare 529, which charges less than half the average expenses of other 529 plans.\*

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

GET STARTED

ScholarShare 529<sup>®</sup> LEARN MORE

Save now. Thank yourself later.

Open a ScholarShare 529 account today!

ScholarShare 529<sup>®</sup> OPEN AN ACCOUNT

Start today. Thank yourself tomorrow.

Open a ScholarShare 529 account today!

ScholarShare 529<sup>®</sup> CONTRIBUTE

Save now. Thank yourself later.

Contribute to your account today!

**Save now. Thank yourself later.**

Every dollar you save for their higher education today is one less you may need to borrow later. Put your child on the path to success by opening a 529 college savings account now.

LEARN MORE

Parents

STARTING A FAMILY PREGNANCY BABY NAMES PARENTING LIFE WITH KIDS BLACK FRIDAY DEALS NEW

**MADE BY PEOPLE, FOR PEOPLE.** People Inc.

**A Parent's Guide to 529 Plans: Saving Made Simple**

Start building an educational foundation for your family today with tax-advantaged investment plans.

ScholarShare 529<sup>®</sup>

For busy parents, juggling financial responsibilities can feel like a second—or third—job. With immediate expenses like monthly bills and household necessities often taking top priority, college financial planning can sometimes fall by the wayside.

This is where a state-sponsored 529 investment plan comes in. If you're unfamiliar, you're not alone: according to research by the Education Data Initiative, 54% of parents are unaware of college savings plans like 529s. In fact, many states offer 529 plans. In California, the ScholarShare 529 College Savings Plan helps parents save with a unique set of benefits and tax advantages.

u/ScholarShare529 - Promoted

TIL when you save for your child's education with a ScholarShare 529 account, you get tax-deferred growth and 100% tax-free withdrawals.

ScholarShare 529<sup>®</sup>

Learn More

# ScholarShare 529 – Q4 2025 Social Media

In Q4 2025, ScholarShare 529's social strategy centered on helping families prepare for saving for college. Content leaned into the Thanksgiving and the holiday season, supported the holiday promotion, and spotlighted College Countdown. Posts encouraged early planning for higher education, contributions as gifting options, and building smart savings habits. Engagement was driven primarily by organic content, with paid support amplifying the holiday promotional campaign.

## Total

**Followers - 75,067**

**Reach - 362,823**

**Impressions - 948,652**

**Trackable Mentions - 460**

**Trackable Website Visits - 10,731**



## Facebook (English)

- Followers - 58,491
- Reach - 322,052
- Impressions - 900,129
- Trackable Mentions - 218
- Trackable Website Visits - 10,203



## Facebook (Spanish)

- Followers - 11,943
- Reach - 505
- Impressions - 711
- Trackable Mentions - 11
- Trackable Website Visits - 44



## X

- Followers - 2,730
- Reach - 4,119
- Impressions - 4,202
- Trackable Mentions - 57
- Trackable Website Visits - N/A



## LinkedIn

- Followers - 469
- Impressions - 2,950
- Trackable Mentions - 70
- Trackable Website Visits - 85



## Instagram

- Followers - 1,226
- Reach - 36,147
- Impressions - 40,660
- Trackable Mentions - 104
- Trackable Website Visits - 399



## Threads\* Native Analytics not available

- Followers - 208

# Social Media Benchmarks

In Q4 2025, performance was impacted by a significantly more competitive holiday ad environment. While paid support was in place, rising auction costs meant budgets did not deliver the same reach and impression volume seen in earlier periods. This reflects broader seasonal media inflation rather than a decline in content effectiveness. Notably, engagement-driven metrics like trackable visits and mentions remained stable, indicating that while visibility costs increased, the campaign continued reaching high-intent audiences.

	2023				2024				2025			
	Q1	Q2	Q3	Q4	Q1 *No Paid	Q2	Q3 *1 month Paid	Q4 *1 month paid	Q1 *2 month paid	Q2 *1 month paid	Q3 *1 month paid	Q4 *1 month paid
<b>Followers</b>	73,787	73,788	73,662	73,573	76,339	76,230	76,718	75,871	75,653	75,455	75,225	75,067
<b>Reach</b>	1,690,911	1,126,138	704,457* Lack of paid social	1,400,666	112,489	641,176	277,092	1,031,210	382,286	431,646	343,653	362,823
<b>Impression</b>	4,466,160	3,624,980	2,186,376 *Lack of paid social	2,653,325	118,006	3,236,187	1,094,296	3,165,750	832,869	860,127	914,921	948,652
<b>Trackable Mentions</b>	239	284	276	756	399	537	419	487	326	333	445	460
<b>Trackable Visits</b>	15,118	13,070	11,503	14,635	785	18,789	6,837	15,739	7,472	7,285	10,281	10,731

# ScholarShare 529 – Q4 Mentions & Shares

Most active in supporting ScholarShare 529 in Q4—based on mentions, shares, and reposts—included:

- California State Treasurer’s Office and California State Treasurer Fiona Ma
- Executive Director of ScholarShare Investment Board
- Parents saving early for their child’s college future
- Contributors to College Countdown



Parents, let’s talk about the California way to save for college! Planning for your child’s future doesn’t have to be stressful—**ScholarShare 529** makes it simple, smart, and affordable.

Join one of ScholarShare’s FREE online webinars and learn:

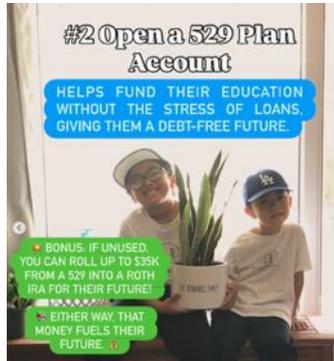
- ✓ How the ScholarShare 529 plan works
- ✓ Tax advantages and flexible investment options
- ✓ Strategies for reaching your education savings goals
- ✓ The CalKIDS Program
- ✓ Plus learn about our special Holiday Offer \$50 Gift Card Bonus Offer between December 3rd-12th, 2025.

Upcoming FREE webinar:

Dec 10 | 11 a.m. PT → <https://ow.ly/iqzF50Xs25T>

For the full schedule, visit: <https://ow.ly/23ru50Xs25O>

- #CollegeSavings
- #ScholarShare529
- #CalKIDS
- #ParentTips
- #CaliforniaParents
- #ICanGoToCollege
- Foundation for California Community Colleges



**Cassandra DiBenedetto** • 1st  
Executive Director of the ScholarShare Investment Board

3mo

Love how you frame this, Patricia—real, relatable, and just what parents need to hear this time of year.

<https://collegecountdown.scholarshare529.com/>



**College Countdown Homepage - College Countdown**

Against staggering odds, two things happened: one, the universe; two, you raised a kid who’s about to start college...

# Public Relations: Q4 Recap



Media relations initiatives through our PR agency drive coverage in print, online, and in broadcast. These mentions help prospects become familiar with our brand name and brand attributes.

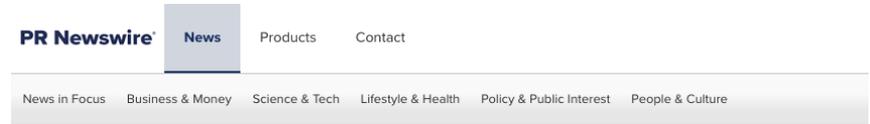
Category	Q3 2025	Q4 2025	Insights
Mentions among top 10 direct-sold 529 plans	ScholarShare 529 was mentioned <b>123</b> times (30%) in the media nationally reaching over <b>988 million</b> readers/viewers.	ScholarShare 529 was mentioned <b>110</b> times (88%) in the media nationally reaching over <b>117.7 million</b> readers/viewers.	Coverage included ScholarShare’s announcement of \$1B in contributions, the Holiday Instacart campaign, with features on The College Investor and an inclusion on Saving Advice.
Competition	The most frequently mentioned plan was Alaska’s T. Rowe Price College Savings Plan with 244 mentions (59.5% of mentions) followed by ScholarShare with 123 mentions (30% of mentions).	The most frequently mentioned plan was ScholarShare with 110 mentions (88% of mentions) followed by The Oregon College Savings Plan with 8 mentions (6.4% of mentions).	While coverage of the various college saving plans seemingly decreased in Q4, ScholarShare maintained a steady number of mentions from Q3 to Q4, holding the highest share of coverage in comparison.

# Public Relations: Q4 Recap



## Press Releases Distributed:

- Oct. 7 — ScholarShare 529 Surpasses \$1 Billion in 2025 Contributions
- Dec. 3 — ScholarShare 529 Offers College Savers \$50 Instacart Gift Cards to Start Saving This Holiday Season



## ScholarShare 529 Surpasses \$1 Billion in 2025 Contributions



NEWS PROVIDED BY  
ScholarShare 529 →  
Oct 07, 2025, 08:43 ET



*Californians contributed more than \$1 billion to ScholarShare 529 in 2025, underscoring how families continue to see the value of investing in higher education and the future of the state's students.*

SACRAMENTO, Calif., Oct. 7, 2025 /PRNewswire/ -- **ScholarShare 529**, California's official college savings plan, announced today that families have contributed more than **\$1 billion in 2025 alone**—a milestone that demonstrates how Californians continue to see the value of investing in higher education, even in times of economic uncertainty.

ScholarShare 529 offers tax advantages and flexible investment options designed to meet the changing needs of today's families. Account earnings grow tax-deferred, and withdrawals are tax-free when used for qualified higher education expenses.

"Reaching \$1 billion in contributions in just one year is a powerful reminder that California families are investing in their children's futures like never before," said State Treasurer Fiona Ma, CPA, Chair of the ScholarShare Investment Board which oversees the plan. "ScholarShare 529 is helping families take control of the rising cost of higher education, and every dollar saved today can mean more opportunities and less debt for our students tomorrow."

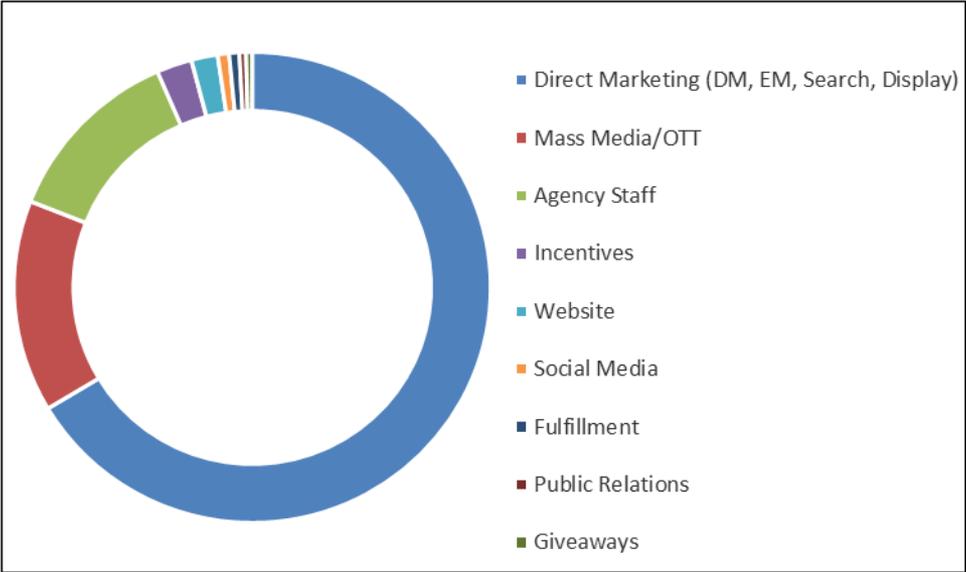
ScholarShare 529 accounts can be used to pay for a wide range of qualified higher education expenses, including tuition, books, computers and other costs at community colleges, universities, technical schools, eligible apprenticeship programs and even institutions abroad.

The program also makes it easy for friends and relatives to contribute through **Ugift**, a free and secure gifting tool that helped many families boost their savings in 2025, reflecting the growing popularity of collective support for education goals.

# Appendix

# 2025 Marketing Budget

Category	Spending thru 12/31/2025
Direct Marketing (DM, EM, Search, Display)	\$ 6,638,104
Mass Media/OTT	\$ 1,455,905
Agency Staff	\$ 1,251,927
Incentives	\$ 239,555
Website	\$ 179,192
Social Media	\$ 76,697
Fulfillment	\$ 69,394
Public Relations	\$ 45,225
Giveaways	\$ 41,296
Trademark	\$ 2,706
<b>TOTAL</b>	<b>\$ 10,000,000</b>



# Personal Savings Rate

The U.S. Personal Savings Rate has decreased from 5.6% in 4Q 2023 to 4.3% in 4Q 2024 to 3.5% in 4Q 2025.



Source: ISS 529 Quarterly Update 4Q 2025

# ScholarShare 529 Social Media: Q4 Facebook Samples

ScholarShare California's 529 College Savings Plan is in California. Published by Instagram · October 3, 2025

From ABCs to SATs, the journey to college can happen faster than you realize. Learn how your family can be more prepared with a 529 plan when it comes to paying for col... [See more](#)



**While they study, so can you!**

Learn the ABCs of college savings with ScholarShare 529.

RSVP now at [ScholarShare529.com/events](https://ScholarShare529.com/events)

ScholarShare California's 529 College ... Published by Juliann Cheryl Tang · December 8, 2025

Plan for your child's educational future while enjoying a little holiday bonus! Open a new ScholarShare 529 account between December 3-12, 2025, with at least \$50 and s... [See more](#)



LIMITED TIME OFFER!  
**Open a new ScholarShare 529 account now. Get a \$50 Instacart Gift Card.**  
 December 3-12, 2025  
 Open a new ScholarShare 529 account now!

ScholarShare California's 529 College ... Published by Juliann Cheryl Tang · December 8, 2025

Between hot cocoa and holiday movies, take some time to focus on your family's college savings strategy. Join our free webinar on December 10 at 11:00 AM PST to learn a... [See more](#)



**Step into the holiday season ... and your college savings goals!**

Register now at [ScholarShare529.com/events](https://ScholarShare529.com/events).

ScholarShare California's 529 College Savings Plan is in Los Angeles County, California. Published by Instagram · October 27, 2025

Nothing beats a cozy fall day—and a little planning for the future! Join our free webinar on November 5 at 11:00 AM PDT to learn how a 529 plan can fit into your family... [See more](#)

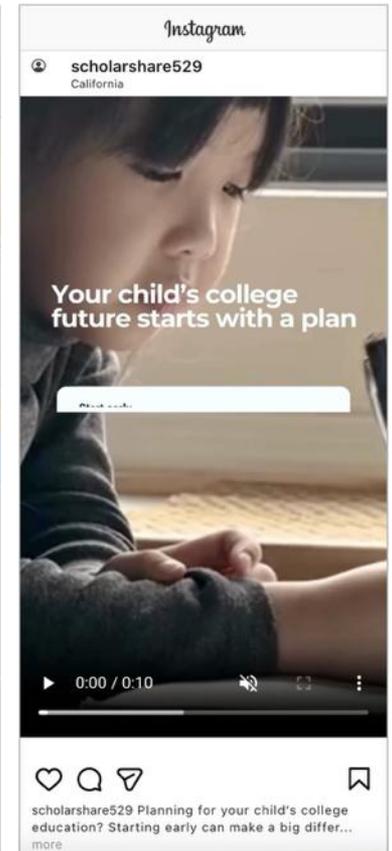


**Cozy up with college savings!**

Learn how you can start early with ScholarShare 529!

Register today at [ScholarShare529.com/events](https://ScholarShare529.com/events)

# ScholarShare 529 Social Media: Q4 Instagram Samples



# ScholarShare 529 Social Media: Q4 LinkedIn Samples

**ScholarShare 529**  
469 followers  
3mo · 🌐

October is National Financial Planning Month! While you're reviewing budgets, setting goals, and planning for the months ahead, don't forget to include college savings. Opening a 529 account can be a simple and dedicated way to ...more



**Review your budget**  
See how much money you can set aside monthly.

**STEP 2**  
**Open a 529 account**  
Doing this with ScholarShare 529 is a great option, as it can ...more

**Contribute regularly**  
Even small amounts can add up over time.  
Visit [ScholarShare529.com](https://www.ScholarShare529.com) to start today!

**October is Financial Planning Month!**  
3 steps you can take to plan for college

**ScholarShare 529**  
469 followers  
3mo · Edited · 🌐

High school juniors and seniors (and parents!)—get ahead of the game. Join us on October 15 at 5:00 PM PDT for a free College Countdown Virtual Open House. Learn about college savings, get insider tips, and ask your ...more



**VIRTUAL OPEN HOUSE!**  
**High schoolers ... and parents: this one's for you!**  
Tips, resources, and live Q&A to help with college prep

**ScholarShare 529**  
469 followers  
3mo · 🌐

The **City of Elk Grove** is now part of ScholarShare 529's Workplace Savings Program! This no-cost benefit makes it easy for employees to save for college—and has advantages for the employer too as it: ...more



**WELCOMING OUR NEW**  
**Workplace Savings partner!**



City of  
**Elk Grove**

# ScholarShare 529 Social Media: Q4 X and Threads Samples



**ScholarShare 529** @ScholarShare529 · Oct 6, 2025



Join our College Countdown Virtual Open House on October 15 at 5:00 PM PDT.

Free to attend, register at:  
[tiaa.zoom.us/webinar/regist...](https://tiaa.zoom.us/webinar/regist...)

**VIRTUAL OPEN HOUSE!**

**College planning with ScholarShare 529's College Countdown**

Hosted by Patricia Roberts



**ScholarShare 529** @ScholarShare529 · Dec 20, 2025



Looking for a gift that truly matters this holiday season? 🎁 Investing in a child's education can be one of the most impactful gifts you give. Every action can help a child's future grow. Visit [ScholarShare529.com](https://ScholarShare529.com) to explore all the ways you can gift of college savings!

- Open a new ScholarShare 529 account.
- Holiday gift giving
- Set up recurring contributions.
- Share knowledge and resources on college savings.  
Encourage loved ones to learn



**ScholarShare 529** @ScholarShare529 · Nov 10, 2025



College costs keep rising—but saving early can make a big difference. See how opening and contributing to a 529 account with ScholarShare 529 can help your family prepare for future education. Start today at [ScholarShare529.com](https://ScholarShare529.com)!

- Why is saving for college so important?**  
CHECK OUT THESE FACTS!
- Rising costs**  
The average published tuition and fees at public four-year colleges rose over 10% in the past decade
- Could help reduce student loans**  
Saving for college can help reduce the amount of student loans needed, even with
- Waiting to save could cost more**  
Delaying savings by just 5 years could require nearly double the monthly contribution to reach the same goal