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2026 Marketing Plan

- “Parenting is a Lot” Campaign 2.0
- Emphasis on Grandparents: “Fund their Dreams”
- Supporting elements for Parent & Grandparent Campaigns:
 - Fortune Teller Origami Fold
 - “When I grow up...” postcard
 - Restaurant Activity Sheet
- Celebration of 25 years of 529 Plans in Alabama
 - Then & Now Series
- Refresh the CollegeCounts Advisor Plan Brand
- 5/29 Day Giveaway
- Babypalooza Sponsorship
- CollegeCounts Scholarship



Parenting is a lot.

HAVING
A PLAN
STARTS
NOW

College
Counts

Alabama's
529 Fund

Being a
paren't isn't
always easy.



Investing in
your child's
dreams is.

Get started with
CollegeCounts 529
today.

LEARN MORE

College
Counts

Alabama's
529 Fund

Parent Campaign: Parenting is a lot.

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Grandparent Campaign: Fund their dreams

You've given them your heart, now give them possibility. Open a CollegeCounts 529 account today to help their dreams grow.



Supporting Elements



My name is: **Chris J.**
 When I grow up... **I want to be an artist.**

I want to be... What do you want to be when you grow up? Draw a picture below and send it to your grandparents!

Help me become a...

Help give your grandchild the opportunity to achieve their future dream. Open or contribute to a CollegeCounts 529 account today.

HAVING A PLAN STARTS NOW

College Counts
Alabama's 529 Fund

CollegeCounts529.com

Quick! Search to find some of the jobs you can grow up to do!

V	F	J	C	B	O	D	O	C	T	O	R
M	E	W	A	V	U	Z	W	R	N	F	X
P	J	T	G	K	X	I	Q	U	E	F	X
I	G	B	E	L	C	E	L	K	M	I	X
L	Z	Q	N	R	P	O	I	D	X	C	Q
O	I	A	T	C	I	V	A	I	E	E	B
T	P	D	E	S	I	N	G	E	R	R	P
W	R	I	T	E	R	F	A	Z	N	W	E
Z	X	T	E	A	C	H	E	R	K	M	S
A	D	Y	C	B	Q	T	S	P	I	T	R
O	U	E	N	G	I	N	E	E	R	A	U
P	R	O	G	R	A	M	M	E	R	X	N

Help the pilot get to the planet!

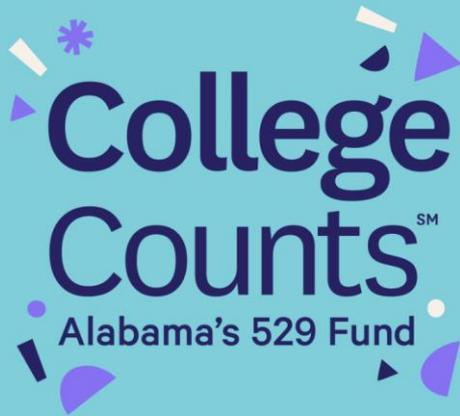
Learn how to save for college **FREE Grilled Cheese!**

Visit collegecounts529.com/grow

Share your information with College Counts 529 and learn how to save for your child's future.

Show your confirmation and receive a FREE Grilled Cheese.

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College Counts ALABAMA'S 529 FUND



Social Assets/Theme



Celebrating 25 Years!



CollegeCounts - Alabama's 529 Fund

January 1 · 🌐

We're celebrating everything turning 25 in 2026 — from pop-culture favorites to Alabama's 529 plan. 🎉

Swipe for a list of our favorite moments turning 25 this year and follow along as we celebrate our 25th anniversary!



CollegeCounts - Alabama's 529 Fund

January 30 at 10:00 AM · 🌐

Meet Arwen Rice, award-winning executive chef at Mobile's [Red or White Mobile](#). She's proof that a childhood dream can become your reality!

In elementary school, she wanted to be a teacher, professional soccer player... or a chef. She loved helping her parents cook and eating sweets with them. She furthered her dream by working at a bakery cafe then getting her Bachelor's in Culinary Management.

Her first notable job was at Elway's, a fine dining steakhouse in Denver. There Arwen made desserts from scratch, including chocolate cake, chocolate chip cookies, creme brulee, tiramisu and brownies.

Now, she leads the charge at Red or White, a celebrated restaurant and wine shop with locations throughout Alabama. In 2024, she was named a James Beard Award semifinalist for Best Chef in the South. She's a reminder of what hard work and a dream can achieve!

In celebration of the 25th anniversary of 529 plans in Alabama we'll be recognizing notable Alabamians and their careers throughout the year. Follow along to see who's next!



Celebrating 25 Years!

Service Lines	Total
<u>Monthly & Quarterly Service Lines</u>	\$138,200
<u>Projects</u>	\$88,750
Grandparents Sub-Campaign	\$24,500
5/29 Day Program	\$8,500
Scholarship Program	\$1,750
Direct Fund Materials	\$15,500
Advisor Fund Materials	\$15,500
2027 Planning	\$23,000
<u>Paid Media</u>	\$396,493
<u>Hard Costs</u>	\$8,000
<u>Agency Time</u>	\$226,950
<u>FY26 Budget Total</u>	\$631,443

2026 Budget