

THE WHITE HOUSE

WASHINGTON

September 13, 1999

Dear Friend:

As you may know, President Clinton has directed his National Economic Council to work with Federal agencies and other public and private groups to develop a plan to bolster Americans' financial literacy and increase the government's support for consumer financial education. As we work to develop that plan, we are reaching out. Your organization has played a leadership role in helping Americans understand and manage their personal finances. It is for this reason that we would like to solicit your ideas about what role the federal government can play in promoting economic literacy.

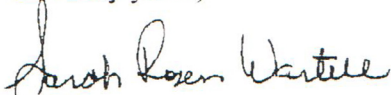
We hope you will join us and other major financial education partnership organizations to discuss how we can work together toward our shared financial literacy goals. The meeting will be held in Room 472 of the Old Executive Office Building, Thursday, September 23, from 2:00 p.m. - 3:00 p.m. We will be hosting similar meetings with private companies and trade groups, consumer and education groups, and organizations that focus on the needs of low-income and underserved communities.

While we are eager to move forward, our challenge is to identify what more the Administration can do that will add value to the terrific public and private efforts underway and the existing Federal government consumer education programs. Your input is critical to help us shape our role. In particular, we hope that you will come prepared to discuss the following questions:

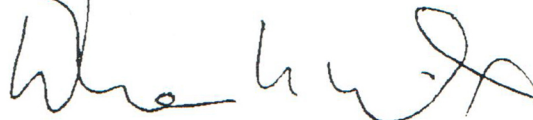
- (1) Why should we be concerned about financial literacy? What problems exist?
- (2) What should be the specific objections of the financial literacy plan? What measures should we use to tell us whether we have been successful in meeting those objectives?
- (3) Which Americans most need to improve their financial literacy? Who will most likely benefit from the plan? What are the best ways to reach these target groups?
- (4) How can the government best build upon, not duplicate, existing efforts? What should be the relationship between this and other campaigns to build savings, increase economic education, and improve financial literacy?
- (5) How best can Federal agencies aid in this initiative?

We hope you will be able to join us for this meeting. In order to be cleared into the White House complex, you will need to provide the information on the attached RSVP form. Also attached is a financial literacy questionnaire that we would like you to complete and return to us prior to the meeting at the White House. Please fax your form and your questionnaire by Wednesday, September 22 to Jodi Sakol, Director of Business and Public Liaison at the Treasury Department, at (202) 622-3638. If you have any questions, please call Jodi Sakol at (202) 622-0087.

Sincerely yours,



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