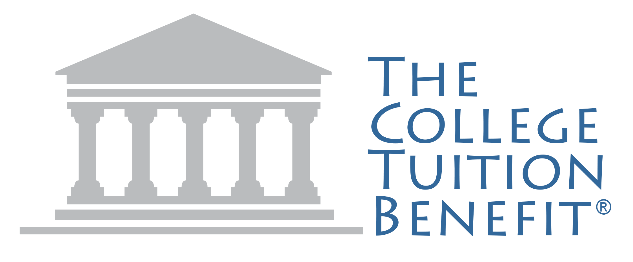
The College Tuition Benefit® – Employer Toolkit

Member Promo Emails – PSA Version

Include attachments:

* FAQs
* Subscriber enrollment Flyer

*Instructions: Copy and paste this content into your own Outlook messages. Can use logo if you choose.*



*Timing: Send the “Intro” email first, then send the “Reminder” email one week later.*

**Intro Email**

*Subject Line:* Save money on college with Tuition Rewards® - Brought to you by Highmark

*Email Content:*

Worried about the cost of college? Here’s a great way to help you afford tuition for the students in your life and bring financial wellness to your family.

Simply sign up for the **College Tuition Benefit® from SAGE Scholars®**, **Inc**., and start accruing points that convert into tuition savings.

Earn **2,000 Tuition Rewards®** points each year you are eligible for the benefit. **One TR® point equals a guaranteed $1 discount**. (2,000 points equals $2,000 in tuition discounts!) Plus, earn 2,000 extra points just for signing up!

**Tuition Rewards®** points are accepted at more than **440 participating** **private colleges and universities** nationwide. Points can be used by eligible students in your family, including your children, grandchildren, nieces, nephews, stepchildren, godchildren and adopted children. The students do not need to be on your **Highmark** policy to participate.

*To sign-up for the* ***College Tuition Benefit****:*

1. *Go to:*

[*https://registration.collegetuitionbenefit.com/?ref=highmark*](https://registration.collegetuitionbenefit.com/?ref=highmark)

1. *Start typing the* ***company name*** *in the left-side dropdown box and the group number will populate in the right-side dropdown box.*
2. *Verify your* ***member ID*** *from your Highmark ID card.*
3. *Accept Terms & Conditions of the program.*
4. *Registration is complete. Look for Welcome email from* [***support@sagescholars.com***](mailto:support@sagescholars.com).

Additional College Tuition Benefits include:

* ***SAGE Prime®*** – Subscribers are guaranteed a minimum 10% tuition discount on courses and degree programs at a separate network of schools. Subscribers can opt into the program during the sign-up process.
* ***Ready Set College®*** – A comprehensive web-based college planning tool for grades 8 thru 12.
* ***SAGE Scholars Education Foundation*** – Cash scholarship program awarded to registered students.
* ***SAGE Secure Scholarship*** – A no-cost accidental death benefit for the family of students enrolled in a SAGE Scholars member college or university.
* ***SAGE FastTrak®*** – Bringing students and member colleges & universities together. Encourages priority communication, recruitment, and admission.

For more information about Tuition Rewards®, please contact (HR email).

\*SAGE Scholars, Inc.; 2022.

Tuition Rewards® is a Registered Trademark of SAGE Scholars, Inc.

SAGE is not a subsidiary or affiliate of United Concordia Insurance Company (UCIC). Subject to eligibility requirements and terms and conditions. Tuition Rewards are not an insured benefit but instead a program offered through a Plan Sponsor Agreement with SAGE. Program participation subject to enrollment with SAGE. “Points” are credits that may be used to discount the cost of Tuition and have no cash value. UCIC does not provide services related to this program. Tuition Rewards not available in all jurisdictions. Program subject to change without notice. United Concordia makes no representations regarding tax laws or any tax consequences of this Program. Please consult your tax advisor regarding your tax situation.

**Reminder Email**

*Subject Line – options:*

Did you sign up for Tuition Rewards®? Brought to you by Highmark

Don’t forget to sign up for Tuition Rewards® Brought to you by Highmark

Remember to sign up for Tuition Rewards® Brought to you by Highmark

*Email Content:*

Do you have students in your family who are bound for college? Make sure to take advantage of **The College Tuition Benefit®** from **SAGE Scholars, Inc**. It’s a program that lets you earn points towards tuition discounts that you can share among those future college graduates.

Each year you’re eligible for the program, you earn **2,000 Tuition Rewards® points**. One point equals a $1 discount, so 2,000 points equals $2,000 in tuition discounts! Plus, earn 2,000 extra points just for signing up.

And Tuition Rewards points are accepted at more than **440** **participating private colleges and universities** nationwide. Points can be used to help eligible students in your family afford college, including your children, grandchildren, nieces, nephews, stepchildren, godchildren and adopted children.

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