






Moments worth planning for.

You KNOW investing for college is smart – it's one of those Big Life Events. And - like every Big Event - this one is made up of small, touching moments.

This campaign focuses on the college moments that move us most: the elation of acceptance, anticipation of move-in day and pride of graduation (not to mention care packages, bags of laundry, and all-nighters with friends).


We aim to show how a MEFA U.Fund College Investing Plan can help you save now so you and your kid can savor those moments while they're happening.


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Start saving now so you can savor these moments as they happen - with a MEFA U.Fund College Investing Plan. Earnings grow state and federal income tax deferred. No minimums to get started, no annual fee.

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PLAN FOR
THE
JOY








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Plan for the moments
with a plan for their
education.




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PLAN FOR THE PRIDE

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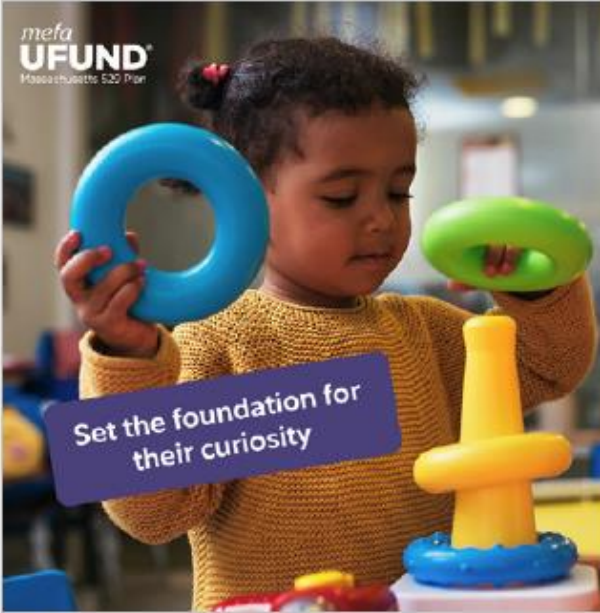
Build the future.

Building is PLAY. Building is FUN. And just as learning to build is essential to a child's development, building a solid financial foundation is essential to their future.

With a lighthearted, nostalgic focus on toys that build - blocks, construction sets, and track sets - this campaign finds playfulness in the idea of building for the future - and winning at the game of college savings - with a MEFA U.Fund College Investing Plan.

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Set the foundation for their curiosity

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Set the foundation for their future

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With a MEFA U.Fund College Investing Plan




No minimums to get started and no annual fee



Build them up with a plan for their education.

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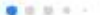



FUTURE

with a MEFA 529 U.Fund college savings plan

- ✓ Earnings grow state and federal income tax deferred
- ✓ Withdrawals for qualified expenses are tax-free
- ✓ No minimums to get started and no annual fee

 Massachusetts 529 Plan MANAGED BY 

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fidelity Build a plan for their education - with a MEFA U. Fund College Investing Plan.




Grow with them.

In the blink of an eye, they're big. They're grown. And headed off to college. While the kids are busy growing up, make sure you're busy growing their college savings.


This campaign makes visual and verbal parallels between kids' growth and the growth of their college savings fund. Through traditional, playful growth indicators - height markings on the wall, baby shoe size, bike training wheels - we'll highlight how opening a MEFA U.Fund College Investing Plan makes sure the college savings account grows with the kids.

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Grow their college savings with a MEFA U.Fund College Investing Plan.






They're growing
day by day.



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Make sure their
college savings
grow with them.






With a MEFA
U.Fund College
Investing Plan





- ✔ Earnings grow state and federal income tax deferred
- ✔ Withdrawals for qualified expenses are tax-free
- ✔ No minimums to get started and no annual fee



Keep up
with a plan for
their education.

Start saving today with a U.Fund 529 account

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They're growing day by day. Make sure their college savings are too. With a MEFA U.Fund College Investing Plan. Withdrawals for qualified expenses are tax-free. No minimums to get started and no annual fee.



Make sure their college savings grow with them

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Grow their college savings, too.




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They're
cruising towards
the future

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are too. With a MEFA U.Fund
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- ✓ Earnings grow state and federal income tax deferred
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**Keep up with
a plan for their
education.**






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