

September EOM Email

Subject A: Do you have a backup plan for bills? 🍁💰

Subject B: A fall plan for those 'just in case' moments 🍁💰

Preheader A: September is for fresh starts. Here's one for your finances

Preheader B: Be financially ready before the season changes.

Banner Text: Fall Ready, Financially Steady!

Block 1: Build Your Emergency Fund This Fall

Hey [Name],

Fall is here, and just as you stock up on cozy sweaters and warm drinks, this season is the perfect time to build an emergency fund. Here are some really quick tips you can follow to do that!

Tips on Creating an Emergency Fund:

🍁 **Start Small, Grow Steadily** – Even a little goes a long way when saved consistently.

🎯 **Set a Specific Goal** – Knowing your target keeps you motivated and on track.

✂️ **Trim the "Financial Fat"** – Cut back on unnecessary expenses and redirect those savings.

At iCash, we understand that even the best-laid plans can go off course. If you're still building your emergency fund and an unexpected financial need arises, we're here to help.

CTA Button: Get Emergency Cash Now!

Block 2: Don't Get Caught in the Autumn Chill! 🍁📱

Download the iCash app before October knocks on your door. Apply now, get approved in minutes, and enjoy the peace of mind that comes with having a trusted financial partner at your fingertips.

With the iCash app, you can:

- Apply for loans up to \$1,500 anytime, anywhere

- Get fast funding in minutes
- Handle unexpected expenses with confidence
- Stay prepared for whatever the season brings

Ready to “fall” into financial security?

CTA Button: Download The App!

Block 3: Master Your Emergency Fund Strategy!

Want to dive deeper into building your financial safety net? Check out our blog for expert tips on creating and growing your emergency fund. From setting realistic goals to finding extra money to save, we've got the insights you need.

CTA Button: Read Emergency Fund Tips!