



Message from the Nebraska State Treasurer

As you acquaint yourself with state-sponsored 529 college savings plans like NEST and the benefits of saving for college when children are young, you may be interested to know you are in select company. Surprisingly, a recent survey by a national financial services firm found that two thirds of Americans still don't know what a 529 plan is.

Summer may be the perfect time to pass on what you are learning to family, friends, and neighbors—at backyard picnics, front porch gatherings, or across the fence. At family reunions, vacation getaways, or staycations right at home. Or, maybe on the bleachers at baseball or softball games across town. Direct them to this website for more information about saving with NEST.

When you explain the benefits of saving through 529 plans like NEST, you also might mention that contributions make perfect gifts. While the gift-giving season of graduations and promotions may be past, there are plenty of opportunities this summer to make a contribution to a 529 plan for a young beneficiary.

The child's summer birthday or half birthday is a perfect occasion for a contribution. You may have other special days to celebrate as well—anniversaries, baptisms, adoption days, dance recitals, and sport championships. You may want to reward a summer reader or the neighbor boy or girl who mows your lawn or waters your flowers. You also might want to check the NEST website for summer promotions that feature bonuses for new accounts for children 8 and younger.

Whatever the occasion, make it special by making a contribution to a child's college savings account, or setting up your own account and naming a beloved child as beneficiary. And while you are at it, tell others about NEST, an important tool to help meet the cost of a college education.