

## College Savings Bank Announces Social Online Gifting Features

*New and Ease-of-Use Feature Allows Account Owners to Post Banners to their Facebook Timeline.*

Princeton, NJ ([PRWEB](#)) September 04, 2014 -- On August 15, College Savings Bank (CSB)—program manager for the Indiana CollegeChoice CD 529 Savings Plan and Arizona Family College Savings Program—has launched a cutting-edge online gifting feature for its FDIC-insured 529 CD products. Now relatives and friends can contribute to an established college fund via email or Facebook!

What's so special? College Savings Bank is the first to make an existing 529 account go viral in a positive and fun way. The simple check of a box, allows the account owner to post a banner ad to their Facebook page timeline. Once clicked, by a family member or friend, they are taken to a secure webpage to contribute to a specific account for a particular occasion.

Sharing account information is not required, and because of the new gifting feature, friends and family members can easily donate throughout the year for multiple occasions. Helping customers think outside the box, College Savings Bank offers 15 templates for variety of memorable occasions—including birthdays, going back to school, graduations, holidays and the basic gift of education.

Regina Carmon, Marketing Director at College Savings Bank explained: "Account owners get many different benefits. For example, account information is never shared and when someone donates, a thank you and confirmation email are automatically generated on behalf of the account owner." She further added, "the new gifting feature can be emailed and posted as a banner directly into your Facebook timeline."

Since all transactions are conducted from the Bank's online banking portal, account owners can conveniently manage both gift requests and deposits from one area on the website. As a bonus, the information in the online gifting feature is auto-filled, and the template allows for optional customization. The gift-giver is able to print a gift certificate at any time. "We remove the anxiety from worrying about the child or teen outgrowing a gift like a toy, clothing or game," said Regina.

Founded in 1987, the company specializes in college savings. Residents of all 50 States are able to save in any of the FDIC insured tax-advantaged 529 programs managed by College Savings Bank. For more information, please visit <http://www.collegesavings.com/gifting>.

**Who is College Savings Bank?**

Founded in 1987, our primary business is college savings. Residents of all 50 States are able to save in either of the FDIC insured tax-advantaged 529 programs managed by College Savings Bank— Arizona Family College Savings Program (AFCSP) and CollegeChoice CD 529 Savings Plan. Customers want the assurance and security in knowing the money they saved is available at a set time, without erosion by market losses.

The Federal Deposit Insurance Corporation (FDIC) generally insures, with respect to each FDIC-insured institution, deposit accounts that are held in the same right and capacity up to the maximum amount set by federal law, currently \$250,000. An account owner's interest in the insurable balance of a College Savings Bank CD account is insured by the FDIC on a pass-through basis, together with any other deposit accounts the account owner holds at College Savings Bank, in the same right and capacity, up to the maximum amount.



The Arizona Family College Savings Program (AFCSP) is sponsored by the State of Arizona and administered by the Arizona Commission for Postsecondary Education (ACPE). College Savings Bank serves as a Program Manager for the AFCSP. College Savings Bank, as a Program Manager, supports all aspects of the day-to-day operations of the AFCSP, including marketing, recordkeeping and administrative support. The AFCSP offers portfolios that invest in either a College Savings Bank issued CD or a savings account. CDs may be subject to early withdrawal penalties. For additional information, please refer to the AFCSP Disclosure Statement.

CollegeChoice CD is sponsored by the State of Indiana and administered by the Indiana Education Savings Authority. College Savings Bank serves as a Program Manager for CollegeChoice CD. College Savings Bank, as a Program Manager, supports all aspects of the day-to-day operations of CollegeChoice CD, including marketing, recordkeeping and administrative support. CollegeChoice CD offers portfolios that invest in either a College Savings Bank issued CD or a savings account. CDs may be subject to early withdrawal penalties. For additional information, please refer to the CollegeChoice CD Disclosure Statement. The CollegeChoice CD 529 Savings Plan is not insured by the State of Indiana. Neither the principal invested nor the investment return is guaranteed by the State of Indiana.

Before investing in any 529 plan, you should consider the benefits of your home state's 529 plan. It may provide taxpayers with state tax and other benefits that are only available through your home state's 529 plan. Early withdrawal tax penalties apply and non-qualified withdrawals are taxable. Please consult your financial or tax advisor to learn more about how state based benefits (or any limitations) would apply to your specific circumstances.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).