Subject line: Amelia — the money lessons school skips
Preview text: Ages 3–18. Games, not lectures.

School won't teach your kids about money. Budget Brainiacs will.

June 2026

Dear Amelia,

Your child will open a bank account. Land a first job. Sign a lease, finance a car, and be handed a credit card by a company that profits when they use it badly. Eventually they will be asked to fund their own retirement.

Almost none of that is taught in school.

Budget Brainiacs is a web-based membership club that teaches kids ages 3 to 18 how money actually works — through games, videos, and interactive challenges. And here is the part that matters most, because you have bought educational software before and watched it go untouched after a week:

Kids come back on their own. Every completed lesson earns points, redeemable for real prizes — wallets, backpacks, and more — in our online Club Store. Your child is chasing a backpack. They are learning compound interest.

What your child walks away with

- Budgeting, saving, and goal-setting habits formed early, when they stick.
- A working grasp of interest, credit, and investing — before the stakes are real.
- The confidence to make a money decision without panic.
- Financial behavior that holds up under pressure from friends, advertising, and one-tap payments.

Why starting now matters

- Money habits formed by age seven tend to last a lifetime.
- Young adults with financial training are 40% less likely to fall behind on payments.
- Kids who learn money management early are far more likely to save, invest, and avoid debt as adults.
- Financial confidence builds self-esteem and independence well beyond money itself.

A track for every age

Budget Brainiacs covers all five pillars of financial literacy — earn, save, invest, protect, and spend — with age-appropriate content at every stage:

- Ages 3–7 (Pre-K–Grade 2): counting coins, where money comes from, the basics of saving.

- Ages 8–11 (Grades 3–6): budgeting, bank accounts, needs vs. wants, delayed gratification.
- Ages 12–14 (Grades 7–9): realistic financial dilemmas, savings strategies, credit basics.
- Ages 15–18 (Grades 10–12): advanced budgeting, borrowing, investing, long-term planning.
- Young entrepreneurs (Grades 6–12): QuickBooks simulations and real business skills.



You don't need to have the answers
If money was never your strong suit, that is fine — you are not the one teaching. For younger kids, Budget Brainiacs gives you the words, the activities, and step-by-step coaching, so you can show up calm and confident. For tweens and teens, it is somewhere they go on their own.

Join Budget Brainiacs today

$29 / month per child

Includes full Club access, every game and video, parent coaching resources, and 50 Bonus Points to spend in the Club Store.

[RISK REVERSAL — see notes: free trial / guarantee / cancel anytime / sibling pricing]

Visit budgetbrainiacs.com to join today.

Your child gets secure access to the full Budget Brainiacs Family Center — ready to learn on any device, at their own pace, guided every step of the way.

Here's to raising money-smart kids,
The Budget Brainiacs Team

P.S. New members receive 50 Bonus Points for the Club Store — enough for your child to pick out their first prize before they have finished their first lesson. Join today at budgetbrainiacs.com and give them a head start that lasts a lifetime.