

Zogo Classroom: Best Practices Guide

A how-to guide ensuring a successful
Zogo Classroom experience.

zogo



Welcome to Zogo Classroom

Congratulations on taking the next step of investing in your community's financial literacy by building a foundation of education and engagement in schools!

This guide will help you ensure both that the students and teachers in your community are loving their experience with Zogo Classroom, and that your institution benefits from the brand exposure and relationship-building opportunities of this co-branded product.

Understanding the Platform

What is Zogo Classroom?

Zogo Classroom is a desktop-based version of the Zogo app that can be distributed to local teachers in your community. Zogo Classroom gives teachers the ability to cover a number of financial topics, monitor their student's progress, and curate their own curriculum. If you would like to learn what curriculum best aligns with your state's standards for financial literacy, please contact the CX team for more information.

A Jumpstart K-12 curriculum-approved platform that gamifies financial education by presenting information in bite-sized snippets that are easy and fun for students to engage with. The content includes over 700 modules covering everything from opening a bank account to planning for retirement.

Zogo App vs. Zogo Classroom

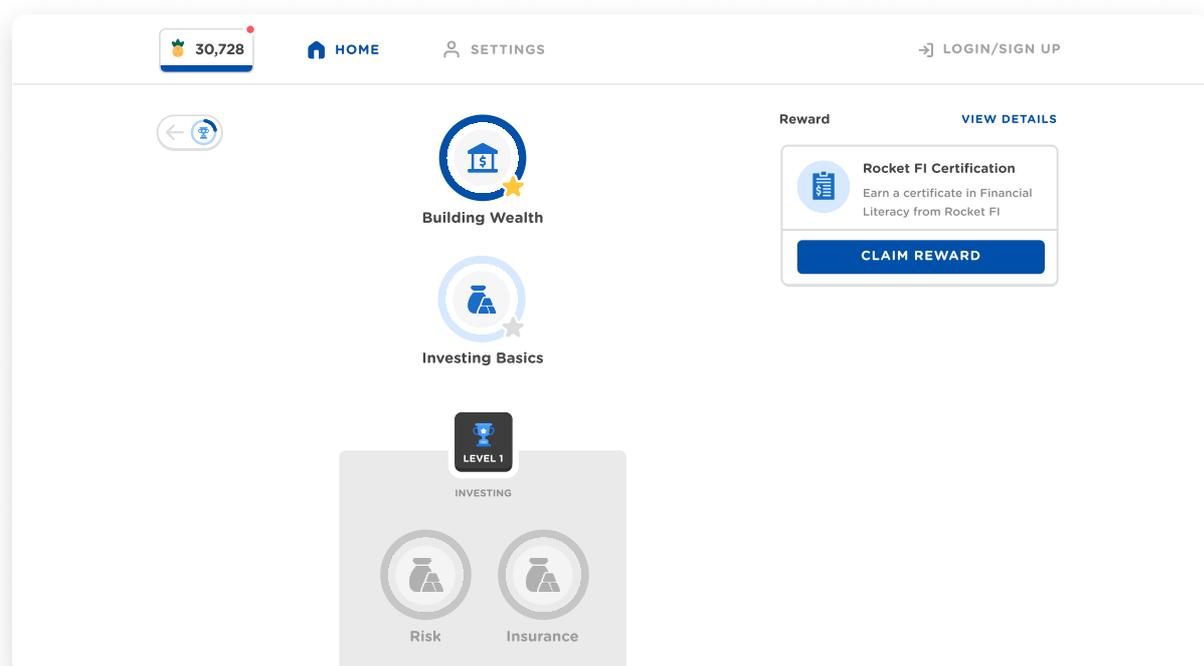
Though Zogo Classroom shares content with the Zogo Mobile App, they are two separate platforms and have slight differences.

What's different?

While students still earn pineapples, Zogo Classroom does not include reward redemption. Zogo Classroom also limits what personal data is collected from students.

As they are separate platforms, students and teachers can create distinct accounts for both Zogo Classroom AND the standalone mobile app.

The most important distinction between the platforms is the Teacher Portal on Zogo Classroom, designed with powerful classroom management tools that allow Classroom to become integrated in school curricula in your community.



Teacher Portal

Powerful classroom management and curriculum customization tools empower teachers to tailor Zogo Classroom to their students' needs.

The screenshot shows the Teacher Portal interface. At the top, there's a navigation bar with a user profile icon showing 30,728 XP, and links for HOME, SETTINGS, TEACHER PORTAL, and a user profile for S. KOMLOS. Below the navigation bar, the main content area is titled 'Your classes' with a sub-header 'An overview of your classes' and an 'ADD A CLASS' button. The main content is divided into two columns. The left column shows a table of students in the 'Finance 101' class. The right column shows a detailed profile for 'Katie Gallagher' in the 'Finance 101' class, including her score on '09/28/2021 (3)' and a list of completed modules with their scores.

Student ↓	# Modules ↓	% Accuracy ↓	XP ↓
K Katie Gallagher	15	85	30,728 XP
C Chris Manzo	15	72	30,728 XP
S Shyam Pradheep	15	75	30,728 XP
S Simon Komlos	15	92	30,728 XP
L Lucas Mill	15	94	30,728 XP
S Seb O-C	15	94	30,728 XP

Katie Gallagher
Finance 101

09/28/2021 (3)

- Budgeting 85
- Build Wealth 95
- Financial Dignity 70

09/27/2021 (2)

- Get a Job 97
- Go to College 85

Classroom Functionality: create classrooms and share with students

Curate Curriculum: choose exactly which skills they want their students to complete and customize it week over week and based on class.

Classroom Insights: track aggregate and individual progress

Player Profile: students can join classrooms and track their progress

The screenshot shows a curriculum selection menu with a list of topics, each with a checkmark and a right-pointing arrow. The topics are: Buy a Car, Health Insurance Marketplace, Special Enrollment Period, Co-insurance, Point of Service Plans, High Deductible Health Plans, Long-Term Care Insurance, and Car Insurance.

- Buy a Car
- Health Insurance Marketplace
- Special Enrollment Period
- Co-insurance
- Point of Service Plans
- High Deductible Health Plans
- Long-Term Care Insurance
- Car Insurance

Bonus Tip! For more details, watch our [step-by-step video here.](#)

Zogo Dashboard: Classroom Review

Classroom	School Name	School Zip Code	# Students	Modules Completed
Fall Interns	Pineapple High School		3	45
Summer Program	Pineapple High School		0	0
FLY	Pineapple High School		0	0

Within your institution’s dashboard, click on the Schools tab. Clicking on this tab will display your Zogo classroom activity, including:

- Classroom Name
- School Name
- Number of Students Enrolled
- Number of Modules Completed

Dashboard is a powerful analytics tool that will help you stay up to date on the schools and students you work with, how Zogo Classroom is working for them, and how your institution can leverage these insights to create strong community relationships. Don’t skip out on checking your Dashboard to strengthen your Zogo Classroom experience!



Building relationships with local educators

Forming new partnerships with teachers and schools can seem daunting, but fret not! We've compiled a list of tips and a series of templates we've found to be effective in creating new relationships with educators.

Getting started

The most important step you can take is to create awareness of your partnership with Zogo Classroom. This is a tool that makes students' lives better and teachers' lives easier — it practically sells itself!

As a first step, we suggest researching administrators and teachers in your area and reaching out to introduce yourself to let them know about the platform. See the next page for some helpful language to get started.

Helpful tips:

- Use Zogo's email templates to contact teachers and schools.
- Attend on-campus events and introduce yourself to teachers and administrators — hand them flyers about your partnership with Classroom and invite them to try it out.
- Find a teacher champion — connect with just one educator who supports or is interested in Classroom to champion it other teachers, administrators, or even other schools.
- Host an event (luncheon, coffee bar, etc.) to give back to the community. Invite teachers and administrators in your area, and promote your partnership with Zogo Classroom in invite materials or in a speech at the event.

Outreach email templates

Example email template A:

To: Prospecting Teacher

Subject Line: Bringing Financial Literacy to [School Name]!

Body: Hi [Teacher's Name],

Are you struggling to create content to teach your students financial wellness? Lacking engagement or retention throughout your lesson plans?

[Institution Name] wants to sponsor [school name] by providing you with Zogo Classroom, an educational platform that makes teaching financial literacy fun, simple, and engaging for your students.

Zogo Classroom is a web-based financial literacy platform that allows educators to monitor their student's progress and curate their own curriculum.

Since [Institution Name] has already covered the cost, Zogo Classroom would be completely free for you to use. [Watch this video](#) to learn what Zogo Classroom is all about!

The following link will give you direct access to [Institution Name]'s sponsored version of the platform, and I would recommend watching [this video](#) on how to get started and add students.

[https://app.zogofinance.com/?institution_code=\[ACCESS CODE\]](https://app.zogofinance.com/?institution_code=[ACCESS CODE])

Please let me know if you have any questions!

Best,

The [Institution Name]'s Team

[Attach the Promotional video, Walkthrough demo video, and any other resources helpful for the teacher]

Outreach email templates

Example email template B:

To: Prospecting Teacher

Subject Line: Bringing Financial Literacy to [School Name]!

Body: Hi [Teachers Name],

I hope you're doing well. At [Institution Name], we believe that personal finance education is fundamental to building the confidence and capabilities of young people entering the world. We'd like to support our teachers and schools by providing Zogo Classroom, an online personal finance platform built for schools, free of charge to their classes.

Zogo Classroom is a Jumpstart K-12 curriculum approved platform that gamifies financial education by presenting information in bite-sized snippets that are easy and fun for students to engage with. Their content includes over 700 modules and covers everything from opening a bank account to planning for retirement.

The following link will give you direct access to [Institution Name]'s sponsored version of the platform, and I would recommend watching this video on how to get started and add students.

[https://app.zogofinance.com/?institution_code=\[ACCESS CODE\]](https://app.zogofinance.com/?institution_code=[ACCESS CODE])

Please let me know if you have any questions!

Thank you for all you do for our students, we're here to help in any way that we can.

Best,

The [Institution Name] Team

[Attach the Promotional video, Walkthrough demo video, and any other resources helpful for the teacher]

Additional Resources

Zogo Classroom Information:

- <https://partners.zogo.com/classroom>

Creating a Classroom & Inviting students video tutorial:

- <https://www.loom.com/share/561ebdda21934e2897f66d29241d5047>

Full Video Demo:

- <https://www.youtube.com/watch?v=wj3zCYL7Fyg>

Zogo Classroom Login:

- [https://app.zogofinance.com/?institution_code=\[ACCESS CODE\]](https://app.zogofinance.com/?institution_code=[ACCESS CODE])

Quick Promo Video:

- <https://www.youtube.com/watch?v=RcplmFyAGXM>

