

Your guide to **SPRYNG**

A 529 crowdfunding tool

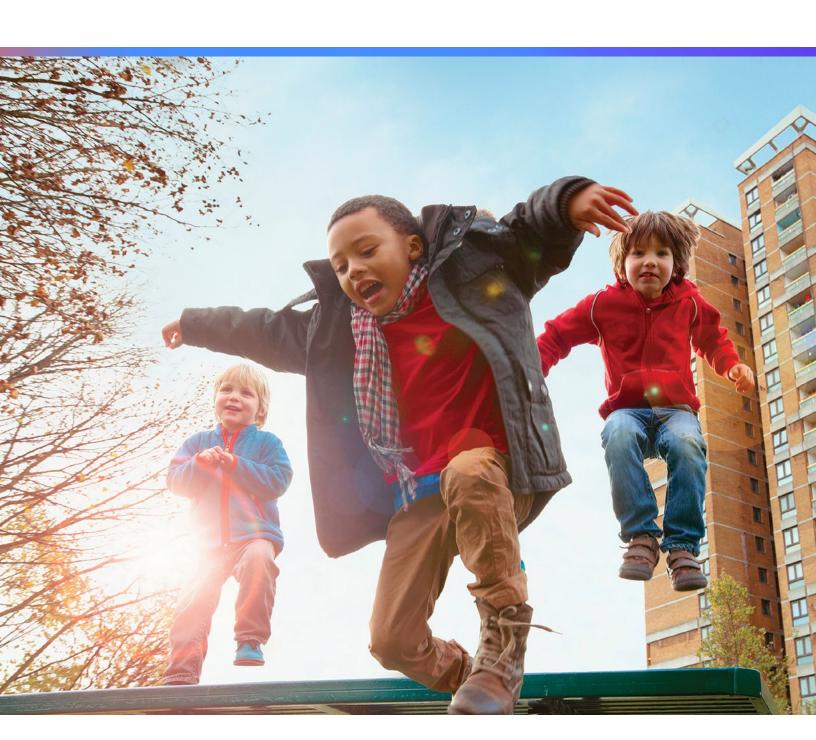


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What is Spryng[™]?

Designed exclusively for NJBEST and Franklin
Templeton College Savings Plan account owners,
Spryng is a personal crowdfunding tool designed
to encourage family and friends to make
contributions toward your education savings plan.
It takes just a few minutes to set up a Spryng
account and share with friends and family.



Who's who

There are three primary parties that are involved in the Spryng giving process.



Account owner. Usually a parent (sometimes a grandparent or friend) owns the 529 account and controls the assets. They also have the ability to create, edit, and manage a Spryng profile.



Beneficiary. Usually the child or grandchild of the account owner. The beneficiary is the person who is currently designated by the account owner as benefitting from the money in the 529 plan. In some cases when the 529 is used for self-education, the same person can be both the account owner and beneficiary.

Note: The account owner can change the beneficiary at any time.



Gift giver. A gift giver is typically a friend or family member of the account owner or beneficiary who wants to help the beneficiary reach their college savings goal. After giving the gift, the gift giver has no control over the assets or how they are used.



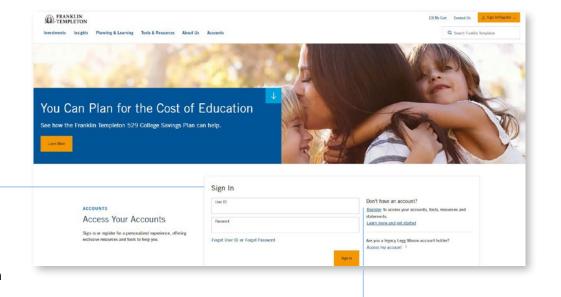
Once you're ready to start, visit **franklintempleton.com**, sign into your Franklin Templeton account, and get started. If you don't have an online profile, you'll need to register here.

> franklintempleton.com

Sign in

Register

Create Spryng profile



If you want to set up a new Spryng profile or access an existing Spryng profile, just sign into your My Accounts page on

franklintempleton.com.

Existing Franklin

Templeton user

New Franklin Templeton user

If you have never accessed your My Accounts page, you will need to register first.



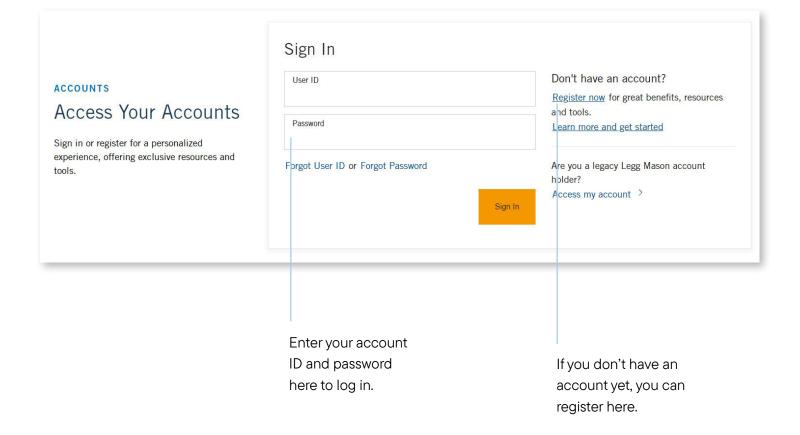
Signing into your account is required in order to create a Spryng profile. If you don't have an account, click the "Register now" button.

franklintempleton.com

> Sign in

Register

Create Spryng profile





If registering on franklintempleton.com for the first time, you will need to provide some additional personal information before setting up your Spryng account.

franklintempleton.com

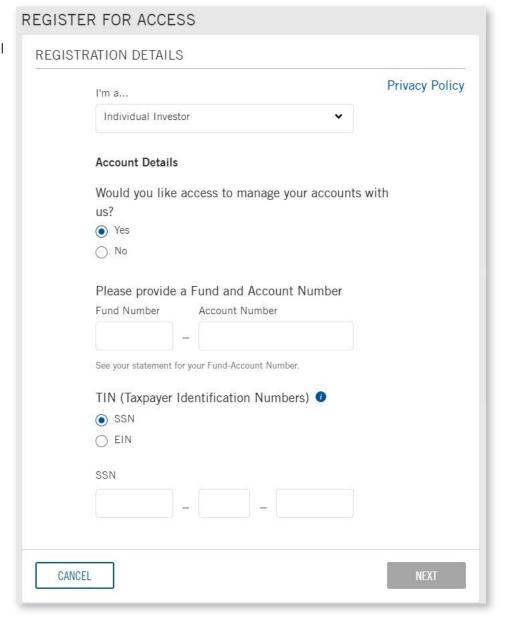
Sign in

> Register

Create Spryng profile

To register for a Franklin Templeton profile, you will need basic personal information plus the following 529 Plan information:

- Fund/Account number
- Account owner's social security number





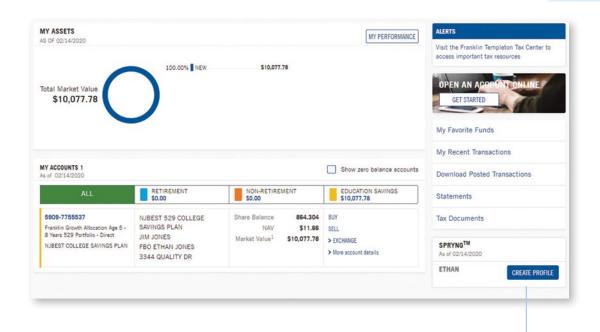
Once you have logged into your account, it takes one click to setup a Spryng profile.

franklintempleton.com

Sign in

Register

> Create Spryng profile



Click on "Create Profile" to get started. Once you finish publishing, this is where you can "manage" the profile.

Note: If you have more than one 529 account, you will be able to create a Spryng account for each beneficiary by selecting the individual link.



The first step in creating a Spryng profile is providing some basic details about your beneficiary. You can provide a nickname and set a Spryng college gifting savings goal.

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My accounts

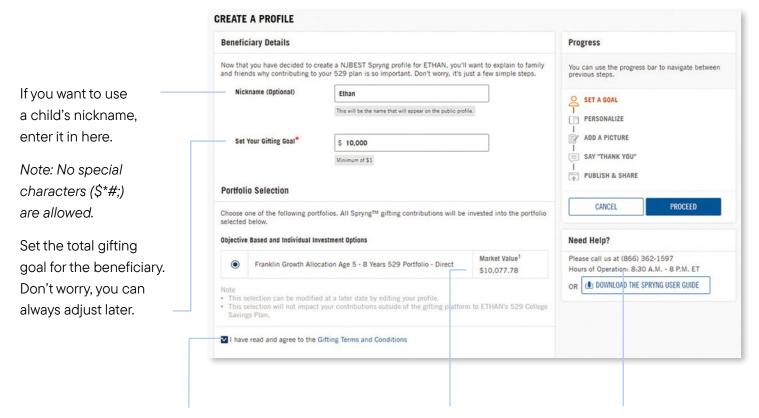
> Set a goal

Personalize

Add a picture

Say "thank you"

Publish & share



You will need to accept the Terms and Conditions. To do so, click the link and a popup will appear. Once you agree to the Terms and Conditions, click "Accept Agreement" which will automatically check the "I have read and agree to the Gifting Terms and Conditions" box.

Select where you want the gift contributions to be invested. You can only select one option but can always change your investment choice in the future. If you have questions about or need help with your Spryng account, review the FAQs or call (866) 362-1597.

Note: If you have more than one 529 account, you will be able to create a Spryng account for each beneficiary by selecting the individual link.



On the Personalize page, you will be able to share why you want others to contribute towards your 529 plan.

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My accounts

Set a goal

> Personalize

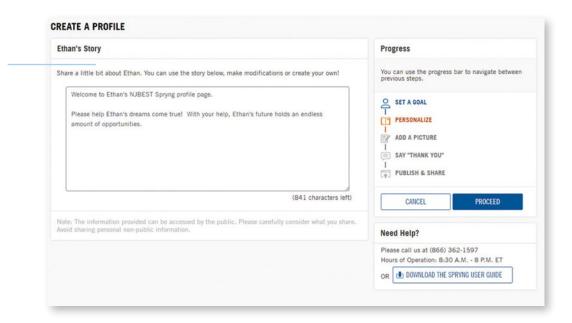
Add a picture

Say "thank you"

Publish & share

Sometimes writing a personal story can be difficult. If you find it hard to come up with the right words, you can use the text that is already there or just edit the text to make it more personal.

Of course, you can delete all of the existing text, and create your own story!



NOTE: The information provided can be seen by the public. Only provide information you are comfortable sharing publicly. Also, if you have more than one 529 account, you will be able to create a Spryng account for each beneficiary by selecting the individual link.



On the Add a Picture page, you can add some character to your profile by including a photo.

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My accounts

Set a goal

Personalize

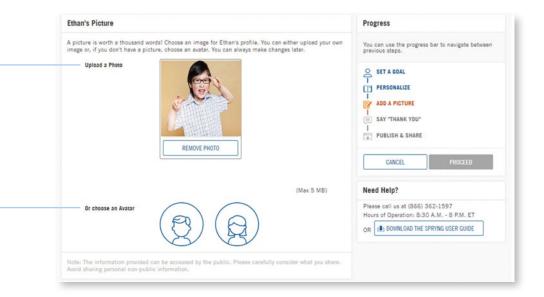
> Add a picture

Say "thank you"

Publish & share

Make your beneficiary's profile personal by uploading a photo of them. You can either drag an image and drop it in this box or you can upload a file from your computer.

If you don't want to choose an image, you can select an avatar instead.



NOTE: The information provided can be seen by the public. Only provide information you are comfortable sharing publicly. Also, if you have more than one 529 account, you will be able to create a Spryng account for each beneficiary by selecting the individual link.



On the Say "Thank You" page, tell those who have made a contribution how much you appreciate it. After they contribute, this message will be automatically sent to the gift giver via email. franklintempleton.com

My accounts

Set a goal

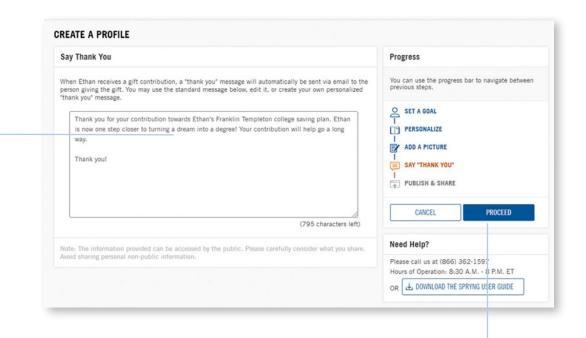
Personalize

Add a picture

> Say "thank you"

Publish & share

Say "Thank You!"
Spryng automatically generates a thank you message, or you can create your own.
Just replace the text and write your own personal thank you!



Click on "Proceed" to preview the profile page before you publish. Don't worry. You can always edit later.

Note: The information provided can be seen by the public. Only provide information you are comfortable sharing publicly. Also, if you have more than one 529 account, you will be able to create a Spryng account for each beneficiary by selecting the individual link.



Your Spryng profile is just about complete! Review your profile and make sure everything is exactly how you want it to be.

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My accounts

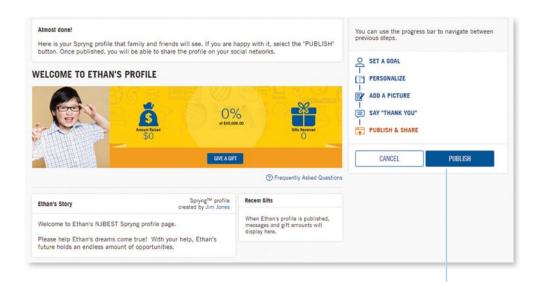
Set a goal

Personalize

Add a picture

Say "thank you"

> Publish & share



Once you are satisfied with your profile, publish it. You can always edit the profile after you publish it.

Note: The information provided can be seen by the public. Only provide information you are comfortable sharing publicly. Also, if you have more than one 529 account, you will be able to create a Spryng account for each beneficiary by selecting the individual link.



Your Spryng profile is now officially complete and live! You can now share your profile with friends and family. franklintempleton.com

My accounts

Set a goal

Personalize

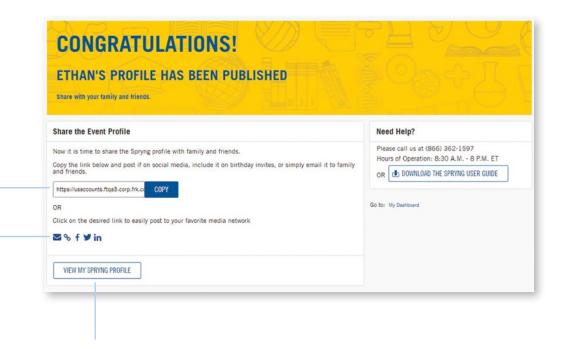
Add a picture

Say "thank you"

> Publish & share

This is your personalized Spryng link. Add it to emails, invitations, and letters so they can access the profile.

Use these sharing functionalities to share your profile with friends and family.



If you'd like to view your profile or make changes, click the "MY SPRYNG" button.

The information provided can be seen by the public. Only provide information you are comfortable sharing publicly.



Manage your Spryng profile

franklintempleton.com

My accounts

> Manage profile

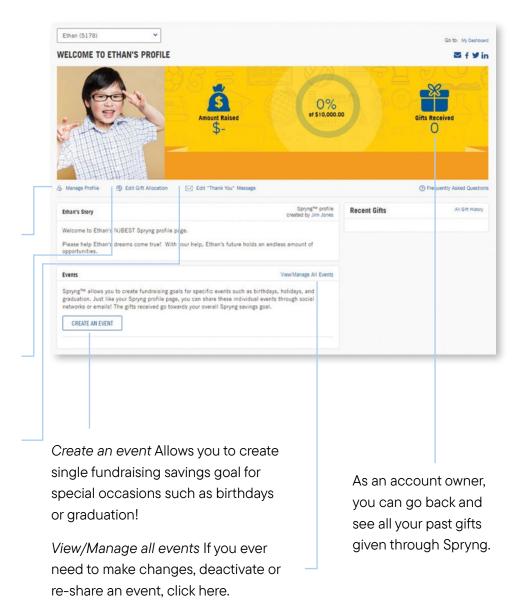
Once your profile is complete, you have the ability to manage and edit your profile. You can also view your gift history/activity.

Managing your profile is simple.
Log back into your 529 account
website profile and choose
Manage Profile. This will take you
back to your Spryng profile page
where you can make the
following changes.

Manage profile Allows you to update or add a nickname, change your gifting savings goal, update the beneficiary's picture and story and deactivate or re-activate your profile.

Edit gift allocation If you have more than one portfolio in your 529 plan, you can update which portfolio you want gifts to be invested into.

Edit "Thank You" message Update the message that will be sent via email when a gift giver completes a gift.



The information provided can be seen by the public. Only provide information you are comfortable sharing publicly.



Create and share an event

Spryng allows you to create multiple, event-specific, fundraising goals which are ideal for birthdays, graduation and holidays. Just like your Spryng profile page, you can share an event with family and friends through social networks or email.

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My accounts

Manage profile

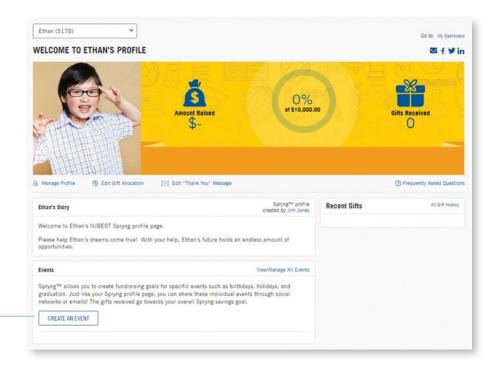
> Create an event

Personalize

Review, publish and share

To set up an event, you need to be logged into your Spryng profile.

Click "Create an event" from your profile page.



Note: The information provided can be seen by the public. Only provide information you are comfortable being seen.



Create and share an event

You can create a Spryng event in less than 2 minutes! The first step is to name your event and if you wish, set an event goal.

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My accounts

Manage profile

Create an event

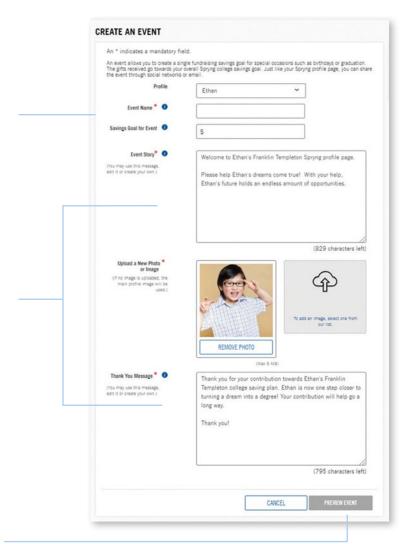
> Personalize

Review, publish and share

The event-specific contributions will count towards your overall Spryng college savings goal.

Feel free to customize your Welcome Message, Photo and Thank You Message for the Event.

When you're done, click "Preview event" to see what it will look like before sending it to friends and feel free to customize your Welcome Message, Photo and Thank You Message for the Event.



Note: The information provided can be seen by the public. Only provide information you are comfortable being seen.



Create and share an event

You are almost done. If you're happy with the way it looks, it is time to publish. You can always go back and edit, even after the event is published.

franklintempleton.com

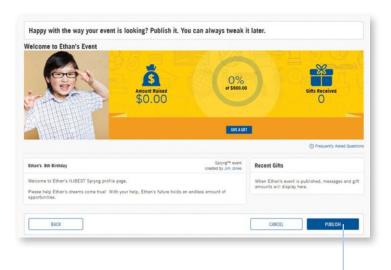
My accounts

Manage profile

Create an event

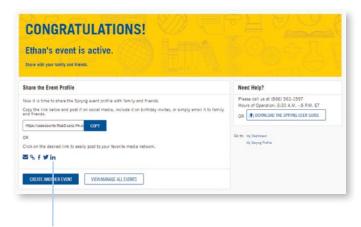
Personalize

> Review, publish and share



When ready, click "Publish" and your event can be shared and seen by friends and family.

Congratulations! You've made your event!



Now share with friends and family via email or any of the social media tools you see here.

Note: The information provided can be seen by the public. Only provide information you are comfortable sharing publicly.



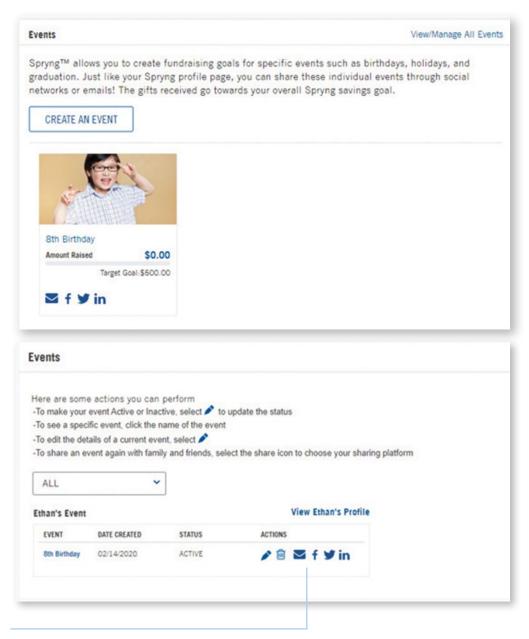
View or manage an event

If you ever need to make changes, go to View/ Manage all Events under the Events section on your Spryng homepage. franklintempleton.com

My accounts

Manage profile

> View/Manage all events



Here you can edit your story, deactivate or re-share your event.

Note: The information provided can be seen by the public. Only provide information you are comfortable sharing publicly.



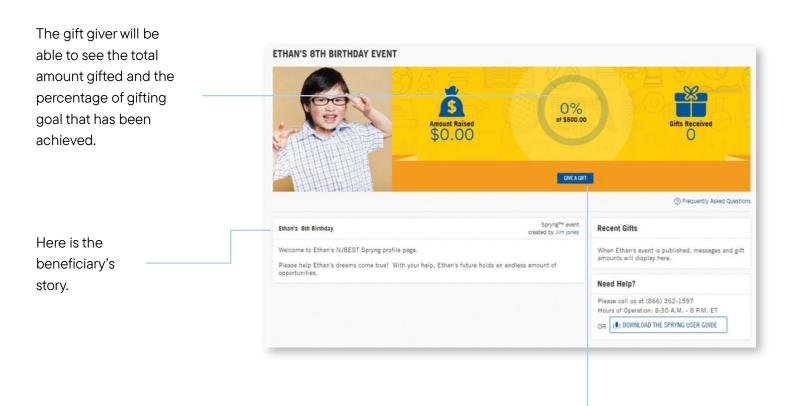
As a gift giver, you will visit this page when accessing Spryng via the personalized link. Once you access this page, you can begin the gifting process.

> Access Spryng profile

Your gift

Payment details

Confirmation



Gift givers "click" this button to launch the gifting form.

Note: The gift giver is unable to modify the Spryng profile.



After clicking "Give a Gift" on the Spryng profile page, you will be able to write a personal message to the account owner and decide whether to make the gift public or private.

Access Spryng profile

> Your gift

Payment details

Confirmation

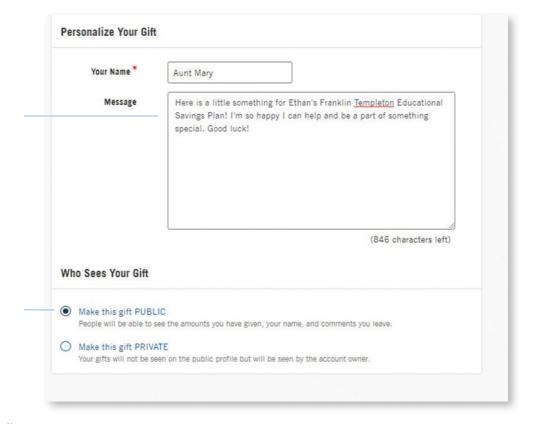
As a gift giver, you can use the generic text provided or edit it to write a fun personal message to the account owner about your gift contribution.

Note: Gift givers will only be able to make four contributions per week from the same bank account number.

Who do you want to see your gift? There are two options:

Public: Everyone will see your gift amount and message.

Private: Only the account owner will see your gift amount and message.





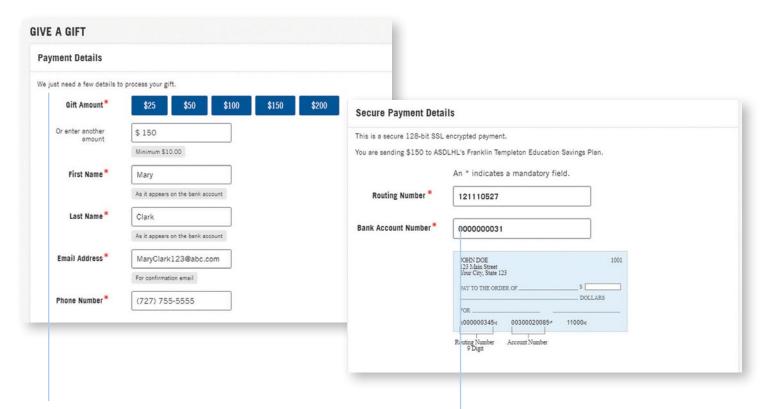
Choose your gift amount and continue with providing payment details to process the gift.

Access Spryng profile

Your gift

> Payment details

Confirmation



After choosing your gift contribution amount, your payment information is required.

For secure payment purposes, your bank routing and account number is required.



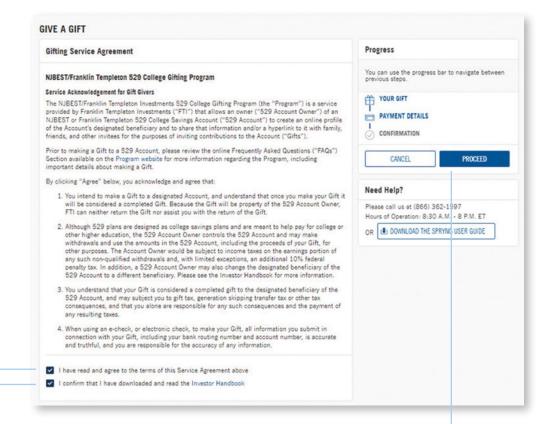
As the gift giver, be sure to read the terms and conditions and download the *Program Description* prior to completing your contribution.

Access Spryng profile

Your gift

Payment details

> Confirmation



After reading the gifting service agreement, you must select the boxes to confirm your agreement.

Note: The Program
Description link must be clicked on before the checkbox becomes enabled.

Once you select the "Proceed" button, your gift is final and cannot be changed.



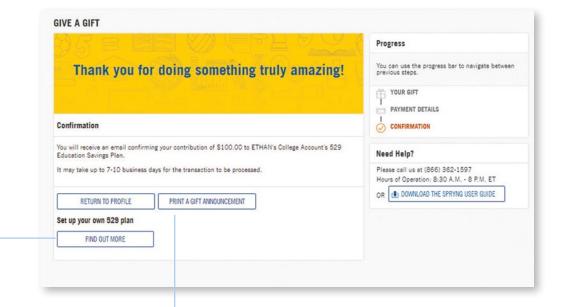
Once your gift has been submitted, you will receive an email confirming your contribution.

Access Spryng profile

Your gift

Payment details

> Confirmation



Do you have someone that would benefit from a 529 plan? Learn more about what a 529 college savings plan is here.

If you would like to send a printed gift announcement stating your contribution, click here to select one.



FAQs - Account owner

Q: Can I control who sees my Spryng[™] 529 college gifting profile?

A: Yes, only someone with the link to your 529 college gifting profile will be able to view it. As the account owner, you can decide who you want to share the link with. However, if someone else shares the link with others, they also will be able to access it.

Q: How will I know if the account has received a gift?

A: You will receive an email notifying you that someone has contributed to the applicable 529 college savings plan. You can also log in to view your gifting dashboard. Here, you will see a list of previous gifts to the 529 college savings plan, who contributed, and the amount.

Q: How do I invite people to view my Spryng[™] 529 college gifting profile?

A: Once your page is established, you will have the opportunity to share your 529 gifting profile via Facebook, Twitter, LinkedIn, email, or you can copy the link and paste the URL wherever you choose to share it. You can even share the link on any special occasion invitation!

Q: Can gift givers see my 529 college savings account information?

A: No. Your account information is not shared with any gift giver. Visitors to your 529 gifting profile will, however, be able to see any progress toward your 529 gifting goal.

Q: Are there any additional costs to use the Spryng[™] 529 college savings gifting program?

A: There are no additional costs to use the Spryng tool. Standard program fees, expenses and charges as described in the *Program Description* will apply.

Q: Do I owe taxes on gifts made to my 529 college savings gifting account?

A: You do not owe taxes for gifts made by third parties to the 529 college savings plan account. Large gifts may have gift or generation skipping transfer tax consequences for a person making gifts totaling more than \$15,000 per year to any one individual. A person considering making gifts over this amount to the applicable account beneficiary during the course of the year should consult a tax professional.

Tax benefits are conditioned on meeting certain requirements. Federal income tax, a 10% federal tax penalty and state income tax and penalties apply to non-qualified withdrawals of earnings. Generation-skipping tax may apply to substantial transfers to a beneficiary at least two generations below the contributor. See the Program Description for more complete information.

Q: Can gifts be used for purposes other than education?

A: Use of the 529 college savings plan account is controlled by you, the account owner. The account is designed to be used for the beneficiary's qualified educational expenses. If you choose to use the funds in the account, including any gifts received, for other purposes, the earnings will be taxed as ordinary income and an additional tax may apply.

Q: What if my beneficiary doesn't go to college?

A: Among other options, you can select a new beneficiary who is a "member of the family" of the previous beneficiary, as defined under the Internal Revenue Code.

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FAQs - Gift giver

Q: Are there tax considerations for my gift?

A: Gift tax and Generation Skipping Transfer (GST) tax may be triggered for a person making gifts totaling more than \$16,000 per year to any one individual. A person considering making gifts over this amount during the course of the year should consult a tax professional.

Tax benefits are conditioned on meeting certain requirements. Federal income tax, a 10% federal tax penalty and state income tax and penalties apply to non-qualified withdrawals of earnings. Generation-skipping tax may apply to substantial transfers to a beneficiary at least two generations below the contributor. See the Program Description for more complete information.

Q: Are there tax benefits for my gift?

A: NJBEST and the Franklin Templeton 529 College Savings Plan are offered and administered by the New Jersey Higher Education Student Assistance Authority (HESAA). As a special benefit, contributions into either plan of up to \$10,000 per year, for New Jersey taxpayers with gross income of \$200,000 or less, are eligible for a New Jersey state tax deduction.¹ Other states may offer additional tax benefits when contributing to a 529. Please seek advice from a tax professional for additional details.

Q: Do the assets in a 529 account have to be used for college?

A: 529 plans are dedicated education savings plans and are meant to help pay for college. However, the account owner may take withdrawals and use the proceeds for other purposes. These non-qualified withdrawals would be subject to income taxes and a 10% federal penalty tax on any earnings.

Q: Can I get my gift back?

A: Gifts to a 529 account are considered completed gifts. Our education savings Specialists will not be able to assist you with a return of a gift. If the account owner chooses to make a withdrawal from a 529 savings plan for purposes other than qualified education expenses, they will be subject to income taxes and a 10% federal penalty tax on any earnings.

Q: Do I need to be a Franklin Templeton customer to make a gift?

A: No. Anyone can make a contribution to a 529!

Q: What is an e-check?

A: An e-check, or electronic check, works like a paper check but in electronic form. When you give by e-check, we ask you for information found on a check (bank routing number and your account number) as well as authentication information about yourself. Note: At this time, we do not accept credit cards.

Q: How will I know if my gift was received?

A: If you make a gift via e-check, you will be shown a confirmation on the gifting workflow that the gift was submitted and you will receive an email notification. You can print that for your records. Please check your designated bank account to confirm that the gift was withdrawn from your account. If you do not see the gift amount withdrawn within 3 business days, contact the account owner of the gifting profile.

Q: Is the account owner notified when a gift is made and who made the gift?

A: Once the gift has been invested into the 529 account, the account owner will receive an email confirmation and will be able to review who made the gift by logging into their account. The account owner will see the gift amount, your name and date of gift. It may take 2–3 business days for the account owner to see this information.

Q: Will the account owner see my bank account information?

A: No.

Q: Who do I contact if I have a question about the processing of my e-check transaction?

A: If, for some reason, you are uncertain about whether your gift has been processed, you should check with the bank used for this particular transaction. You may contact Franklin Templeton but we will not be able to help you unless you have the account owner on the phone line with you. We can only discuss account specific questions with the account owner.

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^{1.} The New Jersey College Affordability Act allows taxpayers with gross income of \$200,000 or less to qualify for a state income tax deduction for contributions into a Franklin Templeton 529 College Savings Plan of up to \$10,000 per taxpayer, per year, beginning with contributions made in tax year 2022.

Investors should carefully consider the 529 plan's investment goals, risks, charges and expenses before investing. To obtain the *Program Description*, which contains this and other information, talk to your financial professional or call Franklin Distributors, LLC, the manager and underwriter for the 529 plan at (800) 342-5236 or visit franklintempleton.com. You should read the *Program Description* carefully before investing and consider whether your, or the beneficiary's, home state offers any state tax or other state benefits such as financial aid, scholarship funds, and protection from creditors that are only available for investments in its qualified tuition program.

Franklin Templeton's 529 College Savings Plan is offered and administered by the New Jersey Higher Education Student Assistance Authority (HESAA); managed and distributed by Franklin Distributors, LLC, an affiliate of Franklin Resources, Inc., which operates as Franklin Templeton.

Investments in Franklin Templeton's 529 College Savings Plan are not insured by the FDIC or any other government agency and are not deposits or other obligations of any depository institution. Investments are not guaranteed by the State of New Jersey, Franklin Templeton, or its affiliates and are subject to risks, including loss of principal amount invested. Investing in the plan does not guarantee admission to any particular primary, secondary school or college, or sufficient funds for primary, secondary school or college.

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