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# MONEY SMART WEEK®

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**APRIL 23–30, 2016**

## **Chair Kit 2016**

***\*\*Check for the latest updates and revisions to the Chair Kit at  
<http://www.MoneySmartWeekPartners.org/>.\*\****

*"Money Smart Week" is a registered service mark of the Federal Reserve Bank of Chicago.*

## Table of Contents

Introduction .....	3
What is Money Smart Week? .....	3
Money Smart Week® is an annual public awareness campaign designed to help consumers better manage their personal finances. This is achieved through the collaboration and coordinated effort of hundreds of organizations across the country including businesses, financial institutions, schools, libraries, not-for-profits, government agencies and the media. These groups come together to: .....	3
How Did It All Get Started? .....	3
Where Do Money Smart Week® Campaigns Take Place? .....	3
Conducting a Money Smart Week Campaign .....	4
Overview .....	4
Chairperson Role & Responsibilities .....	5
Chairpersons are volunteer partners that serve as a liaison to the Federal Reserve Bank of Chicago and lead local planning teams. Planning teams often have co-chairs to divide responsibility. The local planning team is free to develop term limits, nominations and voting procedures but is not required. ....	5
Support provided to Regional MSW Campaigns by the Chicago Fed .....	6
What is a Money Smart Partner?.....	8
Money Smart Partner Responsibilities .....	8
How do I sign up to be a Money Smart Partner?.....	8
Committee Descriptions, Roles & Responsibilities .....	9
Money Smart Kids.....	10
Action Plan/Timeline.....	11
Online Calendar .....	13
Entering Events .....	13
Approving Events .....	13
Consumer Survey .....	14
Attendance.....	14
Highlights .....	14
Media and PR .....	15
Media Kit.....	15
Marketing & Promotional Materials.....	16
Guidelines for Using MSW Logos and Text .....	19
Tips for Dealing with the Media.....	20
Social Media Guidelines and Suggestions.....	20

-Focus on just one audience...Facebook has a very wide variety of users; try to post things that apply to all different demographics. ....	21
Sharing Your Success.....	22
Best Practices Forum .....	22
Best Practices .....	22
APPENDIX .....	24
Policies and Procedures .....	24
Federal Reserve Bank of Chicago (FRBC) Policy on Soliciting Financial Support for Money Smart Week® .....	24
Presenter Resources .....	26
Guides for Using the Online Calendar .....	31
Calendar Event Entry Guide .....	31
Event Approval Guide – Chairperson’s only .....	33
Report Export Guide .....	34
Templates.....	35
Contact Information.....	37

# Introduction

## What is Money Smart Week?

Money Smart Week® is an annual public awareness campaign designed to help consumers better manage their personal finances. This is achieved through the collaboration and coordinated effort of hundreds of organizations across the country including businesses, financial institutions, schools, libraries, not-for-profits, government agencies and the media. These groups come together to:

- Stress the importance of financial literacy
- Inform consumers about where they can get help
- Provide free educational seminars and activities throughout the week.

Programming is offered to all demographics and income levels and covers all facets of personal finance from establishing a budget to first time home buying to estate planning. Money Smart Week takes place in the spring, during the week designated by the Federal Reserve Bank of Chicago. The exact dates vary from year to year.

## **How Did It All Get Started?**

Money Smart Week began as a coordinated effort of the Federal Reserve Bank of Chicago and the Money Smart Advisory Council – a diverse group of more than 30 Chicago-area organizations working together to promote personal financial literacy. Members agreed to share resources and ideas to achieve greater public awareness of the programs and services available in the city of Chicago. The result was Money Smart Week 2002, a week of 40 financial seminars and educational activities. The effort would showcase different programs, help consumers get information, bring together different organizations — many for the first time — and help these organizations share expertise and leverage limited resources. The Money Smart Week model has since spread throughout the country with successful campaigns in 18 states.

## **Where Do Money Smart Week® Campaigns Take Place?**

Money Smart Week campaigns are heavily concentrated in the Midwest, but continue to expand throughout the country. Outside the Federal Reserve 7th District, which includes, Illinois, Indiana, Iowa, Michigan and Wisconsin, campaigns have launched in all corners of the country. The Chicago Fed advises new campaigns and provides planning and promotional tools such as the website, logos, best practices, media kit templates and more. Money Smart Week has now held events on all 50 states. National partners also conduct Money Smart Week activities in many other parts of the country, where there is no organized local campaign and account for events in 50 states.

## **Why Money Smart Week?**

As part of the nation's monetary policy making body, the Chicago Fed fully endorses financial education and believes in the idea that individuals and families can positively impact their well-being and the larger economy as a collective, when they make informed decisions about how they spend, save and invest their money. The Federal Reserve is at the core of the financial system with a multitude of financial and non-financial relationships and external partners.

## **Conducting a Money Smart Week Campaign**

### **Overview**

Money Smart Week campaigns take place in communities where organizations interested in financial education come together to plan and carry out free events during the week designated by the Federal Reserve Bank of Chicago. Organizations register as partners at [www.MoneySmartWeekPartners.org](http://www.MoneySmartWeekPartners.org). Monthly planning meetings for the coming spring's Money Smart Week normally begin in October. Campaigns are chaired or co-chaired by volunteers from partner organizations.

Money Smart Week activities can include but not limited to:

- A kick-off event to launch the week, garners media attention, and gets the word out about the upcoming week of events.
- Face-to-face educational programs taught by MSW partner organizations. These can be open to the public or provided to a specific group, such as a membership organization, clientele of a social service agency, or employees at their workplace.
- Fairs or exhibits providing financial information.
- Webinars, conference calls, or social media events.
- Money Smart Week Kid essay contests

Under the leadership of the local MSW chair or co-chairs, the partners may organize into committees to carry out the planning and implementation of these activities and related tasks, such as publicity and marketing of the week's events.

## Chairperson Role & Responsibilities

Chairpersons are volunteer partners that serve as a liaison to the Federal Reserve Bank of Chicago and lead local planning teams. Planning teams often have co-chairs to divide responsibility. The local planning team is free to develop term limits, nominations and voting procedures but is not required.

Below are the main objectives chairpersons seek to achieve:

- Serve as the primary point of contact for local partners with assistance from Chicago Fed staff when needed.
- Ensure partners submit attendance numbers, consumer surveys and photos/captions for reports. Dial in to monthly chairperson conference calls to receive updates and deadlines from the Chicago Fed and other chairs around the country.
- Communicate updates, deadlines and announcements to partners via email, planning meetings, etc.
- Coordinate and lead up to six planning meetings between Oct - March to keep campaign on track. Monthly chairperson calls will provide content and agenda items for meetings.
- Align individual partners or planning teams with official Money Smart Week National Champions.
- Help form and support committees and committee chairs as well as ensure they are meeting required objectives throughout the planning phase.
- Ensure partners have all the tools and resources required to plan/schedule events, add to the online calendar, promote events and report outcomes.
- Connecting partners to promotional resources available through the Money Smart Week website including logos and materials for download.
- Oversee any fundraising activity to ensure money is acquired according to Chicago Fed policies provided in your chairperson kit.
- Serve as media spokesperson and advocate to the community for the local effort as needed. Others in your planning group can also assist in this role.
- Help facilitate new strategic partnerships and grow the effort when/where possible.
- Uphold the mission and values of Money Smart Week including the requirement that no partner sell products or services, ensure a wide variety of programming is available to consumers, and encourage partnerships and collaboration among participating organizations.

## Support provided to Regional MSW Campaigns by the Chicago Fed

The Chicago Fed provides support to regional campaigns and to the chairs in a variety of ways. Examples include:

- Webinars and instructional videos for chairpersons throughout the campaign, to discuss planning tasks and other coordinating efforts.
- Correspondence support from Chicago Fed staff and/or state MSW coordinators in states where coordinators have been provided.
- Promotional materials such as Money Smart Week branding and logos.
- Online calendar of events where partners enter all the details of their upcoming events which is searchable by the public.
- Tips and guidance on the Money Smart Week website, [www.moneysmartweekpartners.org](http://www.moneysmartweekpartners.org).

The Money Smart Week website ([www.moneysmartweekpartners.org](http://www.moneysmartweekpartners.org)) contains numerous tools and resources for chairs and partners. Chairs will find the following sections particularly helpful:

- Partner tab
  - **Registration:** **New partners should register here. Their information will be submitted to the Fed for approval.**
    - \*\_Currently, there is no automatic notification of chairs when a new partner has registered in your geographic area. We ask that you pull a new list from the system prior to sending local emails so new partners are included.
  - **Log in:** Partners and chairs log in to enter events into the online calendar, approve events, generate reports, and export lists of events and partners.
  - **Partner Kit:** Similar to this Chair Kit, the Partner Kit contains information and tools for use by individual partners.
  - **Media Kit:** The kit contains customizable press releases, key messages and talking points for use in media interviews, PSAs, and other tips for working with your local media.
  - **Logos:** Downloadable logos and printable versions of promotional materials including save-the-date cards and inserts are available here.
    - Logo Standards and Text Standards provide guidelines for using the MSW logo and name. These Standards are also in the Appendix of this Chair Kit.
  - **Best Practices:** Read tips submitted by other chairs and Fed staff.
- Chairperson tab: Access to this section of the website by logging in using your MSW Partner ID and password. This is different than your password and login for the database of events.
  - **Home page:** important dates and deadlines for the current year's campaign.
  - **Meetings:** links to minutes and files of recent chair webinars will be posted here.
  - Chairperson Kit:
    - The most recent version of the Chair Kit will be posted here. Download the entire document as a PDF, or scroll down to click and view a particular section.
    - Scroll to the end for newly added materials that may not be included in the Chair Kit.

- FAQs
  - FAQs: If you have a question, someone else probably has asked it before. If not, please let us know so we can add it to this section of the website.
  - Step By Step Video Guides: View video and hear explanations about how to:
    - Register as a partner
    - Recover a lost password
    - Enter events into the online calendar.



## What is a Money Smart Partner?

A Money Smart partner is an individual or organization that actively participates during Money Smart Week activities with the approval of the Federal Reserve Bank. Current partners include businesses, financial institutions, schools, libraries, not-for-profits, government agencies and the media. Organizations are considered partners upon registering at [moneysmartweek.org](http://moneysmartweek.org) and agreeing to one or more of the following:

- ✓ Provide educational materials, instructors, or a seminar for consumers
- ✓ Provide facilities to host events, sponsor events or promotional materials
- ✓ Leverage resources to publicly support or endorse Money Smart Week

### **Money Smart Partner Responsibilities**

Money Smart partners are expected to adhere to the following guidelines:

- All workshops, seminars and activities must be educational in nature and relate to improving knowledge of personal finances, from basic savings tips to advanced money management strategies. Sales pitches and/or commercial marketing are strictly prohibited.
- Most workshops, seminars and activities should be free and open to the public. Private events will be included for appropriate audiences such as students, employees and professional groups.
- Implement, as able, additional marketing and/or promotional strategies for individual events to secure attendance numbers. Promotional packages will be given to partners to help with media efforts.
- Appoint a representative to manage Money Smart Week activities and to allow for attendance at planning meetings scheduled in your area leading up to the event. Note that meetings are not required, but are encouraged to facilitate networking and planning among partners.
- Provide vision, leadership and general direction to third-party sponsors/presenters.
- Sign up online as a partner and submit Money Smart Week event information via [moneysmartweek.org](http://moneysmartweek.org) before or on any local given deadlines.
- Complete and return measurement criteria including attendance numbers for all events, participant surveys, photos, media clips and samples of any other promotional materials used during the campaign.

### **How do I sign up to be a Money Smart Partner?**

All interested partners are required to register online and after Fed approval will become official partners. If approved, you will receive notifications, news, and updates from the Chicago Fed and from your local planning team.

1. Go to [www.moneysmartweekpartners.org](http://www.moneysmartweekpartners.org)
2. Hover over the “Partner” button at the top of the page
3. Select “Registration” from the drop down menu
4. Follow given directions to complete registration

## Committee Descriptions, Roles & Responsibilities

(Committees and descriptions vary by regional planning teams and need)

**College & University** – This group will reach out to colleges and universities to secure on-site programming for students. The committee will also develop a promotional strategy for reaching and encouraging students to participate in Money Smart Week activities at their school or in the community.

**Kick-Off** – This committee will execute the planning for the kick-off event usually held the first day of the week or during the week prior. This committee will recommend and secure a venue, speakers, invitee list, agenda, room set-up and sponsor as needed.

**Measurement** – This committee will be responsible for following-up with partners to ensure everyone submits their partner and participant surveys as well as event attendance numbers. Additionally, this committee will collect copies of any event photos or promotional materials created by partners. The committee will then report all data to the Chicago Fed for compiling results.

**Media** – This committee will leverage media relationships to secure publicity through local television, radio, online, and print outlets. Pitches will be made for coverage prior to and during the campaign. This committee will also be responsible for creating a speakers bureau with varying expertise to be "on-call" to promote the week through the media.

**Money Smart Kid** – This committee will be responsible for finalizing the essay contest question, rules and guidelines. The committee will also be responsible for promoting the contest through the school systems and the media if possible. Essays will have to be reviewed by the group to determine finalists, then the committee interviews each finalist to pick a winner. The committee will also be responsible for securing a scholarship or other prizes for the winner and finalists. See timeline for details.

**Programming/Curriculum** – This committee will work with the partner group to determine available program topics/presenters and venues. The committee will monitor details to keep duplication of programming to a minimum, as well as facilitate the scheduling of programs at libraries, schools, community centers, etc.

**Promotion** – This committee will be responsible for an overall strategy to promote the week in the community and media. This group will be in charge of the distribution of calendars, flyers, posters, bookmarks or any other collateral materials that are created to promote the website/calendar of events. Calendars and promotional materials have typically been distributed through partner organizations, local schools and library systems, at festivals, fairs or sporting events, as well as high traffic areas of the city/county.

**Workplace** – This committee will create a strategy to reach businesses for on-site employee programming. This group will identify and schedule volunteer partners to conduct such events. The committee will also encourage businesses to use their own financial education materials/resources during MSW and/or promote the overall campaign.

## Money Smart Kids

In many Money Smart Week campaigns, a committee of partners sponsor essay competitions for students to see if they are "Money Smart." A monetary prize to be used for college is usually awarded to the winner or finalists. MSW Partners may choose to contribute to the essay prizes, or solicit other sponsors. (See **FRBC Policy on Soliciting Financial Support for Money Smart Week** in the Appendix).

The Chicago Fed provides suggested essay questions for middle and high school MSW Kid Essay contests. The questions are posted on [www.MoneySmartWeek.org](http://www.MoneySmartWeek.org), along with links to guidelines and application forms for each regional MSW Kid essay contest.

Regional campaigns should notify the Chicago Fed by November 18<sup>th</sup> if they want a customized, MSKid application packet (info page and application form) created for their regional contest. Application packets are posted under the Money Smart Kids tab on [www.MoneySmartWeek.org](http://www.MoneySmartWeek.org).

## Action Plan/Timeline

**Chair webinar are always at 10:30 a.m. or 3:00 p.m. CST (session is repeated and chairs from any state may call at either time).**

[www.anymeeting.com/msweek1](http://www.anymeeting.com/msweek1)

Phone Number: 213-416-1560

Access Code: 984-036-527

Date	Topic	Description
Weds., 9/23/15 @10:30am or 3pm	<ul style="list-style-type: none"> <li>Welcome and orientation for new Chairs.</li> <li>Introduction to 2016 campaign</li> </ul>	<ul style="list-style-type: none"> <li>Quick wrap-up of 2015 MSW</li> <li>Wrap-up reports by state available</li> <li>2016 logos are available online at <a href="http://moneysmartweek.org">moneysmartweek.org</a></li> <li>Receive Partner and Chair Kits including marketing materials, partner lists, guidelines, etc.</li> <li>Strategic plan</li> <li>MSKid Announcement on 10/1/15</li> </ul> <p>Deadlines:</p> <ul style="list-style-type: none"> <li>Confirm participation in MSKid Program 2016 by <b>Friday - 10/30/15</b> to <a href="mailto:money.smart@chi.frb.org">money.smart@chi.frb.org</a> (details of MSKids program will need to be submitted by <b>Wednesday – November 18</b> see below)</li> </ul>
Thurs., 10/29/15 @10:30am or 3pm	<ul style="list-style-type: none"> <li>Committees</li> <li>MS Kid Application</li> </ul>	<ul style="list-style-type: none"> <li>Overview of committee roles, coordinators and participants.</li> <li>Online resources available – best practices, logos, promo materials</li> </ul> <p>Deadlines:</p> <ul style="list-style-type: none"> <li><u>MS Kid application packet</u>, please submit all contest details (sponsors, amounts, logos) by <b>Wednesday – November 18</b>.</li> </ul>
Weds., 11/18/15 @10:30am or 3pm	<ul style="list-style-type: none"> <li>Event planning best practices</li> <li>Promo materials</li> <li>Website intro</li> </ul>	<ul style="list-style-type: none"> <li>Start planning events for entry into calendar database.</li> <li>Promotional Materials Order, tutorial on how to use online store or download for free.</li> <li>Preview of New Website and database</li> </ul>
Weds., 12/16/15 @10:30am or 3pm	<ul style="list-style-type: none"> <li>Media kits</li> <li>Media buy order form deadline</li> </ul>	<ul style="list-style-type: none"> <li>Media partners are contacted about sharing advertising opportunities and their participation ability and level is determined for MSW 2016.</li> <li>Media kits will be provided for individual event promotion.</li> </ul> <p>Deadlines:</p> <ul style="list-style-type: none"> <li><u>Requests for Support</u> for media buys is <b>Wednesday - January 13, 2016</b>. Use the Forms in the Appendix.</li> </ul>

Thurs., 1/27/16 @10:30am or 3pm	<ul style="list-style-type: none"> <li>• New Website Tutorial</li> <li>• Money Smart Kid Contest</li> <li>• Media kits</li> </ul>	<ul style="list-style-type: none"> <li>• Tutorial of website event submission process.</li> <li>• Promote MSKid and other contests and guidelines to media/schools/partners.</li> </ul> <p>Deadlines:</p> <ul style="list-style-type: none"> <li>• Communicate any deadlines to local partners regarding print calendar of events publication. It is the discretion of the planning team to coordinate any local print calendar through a newspaper or other outlet.</li> </ul>
Weds., 2/24/16 @10:30am or 3pm	<ul style="list-style-type: none"> <li>• Promotional and marketing resources</li> </ul>	<ul style="list-style-type: none"> <li>• Promotional and marketing strategies to market MSW events</li> <li>• Fed PR update</li> </ul>
Tues., 3/30/16 @10:30am or 3pm	<ul style="list-style-type: none"> <li>• Survey Packets</li> <li>• Presenter's Meeting National Webinar</li> </ul>	<ul style="list-style-type: none"> <li>• Review evaluation tools: Consumer Survey, attendance reporting, and reporting of campaign highlights. <ul style="list-style-type: none"> <li>○ Additional details regarding SurveyMonkey and reporting attendance through the database will be distributed via email including instructions on how to upload surveys as well as due dates.</li> </ul> </li> <li>• Presenters for Money Smart Week events may not be the same individuals who attend planning meetings. Therefore, it is important to provide an orientation that acquaints them with Money Smart Week partner guidelines including the prohibition on sales pitches at Money Smart Week events, and to provide them with tools such as the opening script and Consumer Survey. (These resources are provided in the Appendix.)</li> </ul>
Weds., 4/16/16 to 4/23/16	<ul style="list-style-type: none"> <li>• Kick-off events</li> </ul>	<ul style="list-style-type: none"> <li>• Kick-Off events takes place to launch Money Smart Week 2016.</li> </ul>
Due by 5/18/2016	<ul style="list-style-type: none"> <li>• Measurement Materials</li> </ul>	<ul style="list-style-type: none"> <li>• All surveys, photos and additional feedback/reports due back to the Fed via SurveyMonkey, database and email.</li> </ul>
June-July 2016	<ul style="list-style-type: none"> <li>• Wrap-up</li> </ul>	<ul style="list-style-type: none"> <li>• Wrap-up meetings to discuss results and celebrate success.</li> </ul>

## Online Calendar

### **Entering Events**

Registered Money Smart Week partners have the ability to upload events online to populate a searchable calendar for consumers. Some planning teams and states use this information to also create print calendars. **All regions are encouraged to promote the online database to consumers.**

Should you encounter any errors or features that aren't working, please let us know right away. Your first contact for tech support should be Mariann Rapp at [Mariann.Rapp@chi.frb.org](mailto:Mariann.Rapp@chi.frb.org) or 312-322-2353. You can also email [money.smart@chi.frb.org](mailto:money.smart@chi.frb.org).

Here are the initial steps to access the database:

1. Go to [www.moneysmartweekpartners.org](http://www.moneysmartweekpartners.org).
2. Hover over the "Partner" button at the top of the page.
3. Select "Log-in" from drop down menu.
4. Log in with user name and password.
5. Begin entering events by choosing the **Create a New Event** button.

Partners often have questions about entering events. Each data field has a "?" symbol; clicking on it will bring up a Help message, explaining how to enter information into that field.

Before the planning meeting where you will discuss entering events into the calendar, ask each partner to try to enter one event. During your planning meeting, if possible, demonstrate entering an event. Remind partners to look at the Step By Step Guide to Adding Events Video under the FAQs tab at [www.moneysmartweekpartners.org](http://www.moneysmartweekpartners.org).

### **Approving Events**

Events must be approved in order to be visible to the public, printed in calendars, or exported for use in local event promotion. Chairs, as well as Chicago Fed staff, have the ability to approve events entered into the online calendar. Events left in any status other than "Ready for Approval" should not and will not be reviewed by Chairs or Fed staff. See the Appendix for the Event Approval Guide, under Guides for Using the Online Calendar.

## **Money Smart Week Evaluation**

As Money Smart Week partners we ask that at the conclusion of Money Smart Week you complete and return attendance numbers for all events, partner surveys, participant surveys, photos, media clips and samples of any other promotional materials used during the campaign. The surveys are an important tool for us to obtain consumer feedback. We ask that you take attendance and collect consumer surveys at each of your events and submit that information by May 18, 2016.

## **Consumer Survey**

Consumer surveys must be electronically submitted via SurveyMonkey. The consumer survey links will be sent out at the end of the campaign.

## **Attendance**

Attendance numbers can be submitted through the event database. You will receive an email after your event ends prompting you to click a link and submit your attendance for each class. If you submit more than one number for the same event, or another partner submits attendance after you, the last number entered will stand.

## **Highlights**

Please remember to take pictures at your events and submit them to us with names, dates, places, etc. by the same date. These action shots that communicate teaching and learning will be used in the Annual Report. We also ask that you as chairs send blurbs about your most successful events or programs. Examples can be found on the website under “Reports” in the annual report. All pictures and promotional materials (flyers, newspaper clippings, etc.) can be sent to:

**Money.smart@chi.frb.org**

**Questions or comments can be directed to:**

**Money.smart@chi.frb.org**

## Media and PR

### Media Kit

The Chicago Fed also prepares a Media Kit each year, which includes customizable press releases, key messages and talking points for use in media interviews, PSAs, and other tips for working with your local media. The Media Kit will be posted on [www.MoneySmartWeekPartners.org](http://www.MoneySmartWeekPartners.org) under the partner section.

Downloadable logos and printable versions of promotional materials including save-the-date cards and inserts are also provided on <http://www.moneysmartweekpartners.org> under the partner tab. See below for details.

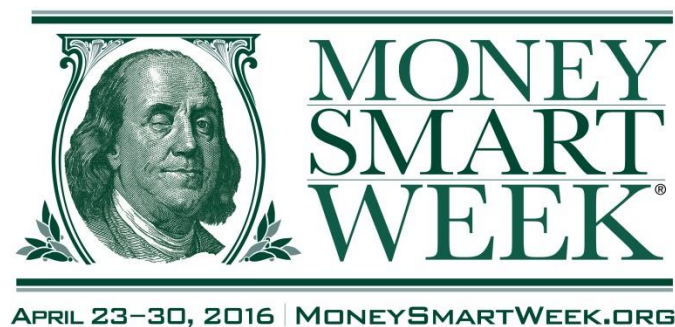
There are guidelines for the use of the Money Smart Week® logo and text. See below for details.

### Logos

The official MSW logos can be downloaded from [moneysmartweekpartners.org](http://moneysmartweekpartners.org) in a variety of formats. These logos should be used *without* modification.

<http://www.moneysmartweekpartners.org/logos>

Logos can be placed on a wide array of materials to promote Money Smart Week® activities.





## **Marketing & Promotional Materials**

Money Smart Week national champion, the Consumer Financial Protection Bureau (CFPB) has agreed to print and ship the following Money Smart Week promotional materials to Money Smart Week partners at no cost. Partners are able to view and order all the Money Smart Week promotional materials via the CFPB online store. The CFPB also offers many other free resources on the same online store. Partners are encouraged to order any materials you or your event attendees may benefit from. Money Smart Week promotional files are also available for download at [www.moneysmartweekpartners.org/logos](http://www.moneysmartweekpartners.org/logos)

<http://promotions.usa.gov/cfpblibraries.html>

## **Posters/ Flyers**

Posters are another marketing tool. Available sizes are either 8 1/2" x 11" or 11" x 17" and come in two versions: customizable and "ready to go" (print-ready). Below is the print-ready version.



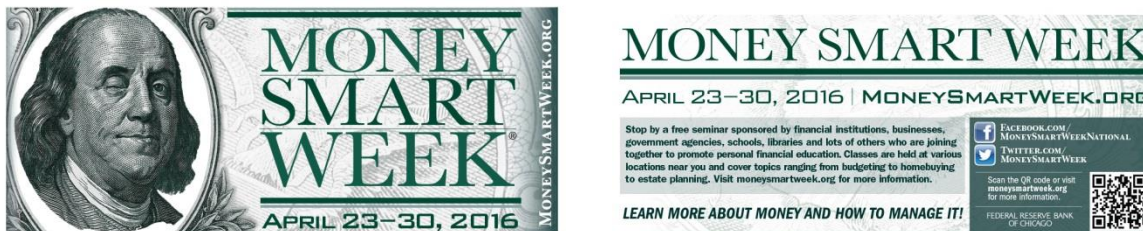
## Bookmarks

Bookmarks are normally distributed through local schools and libraries.



## Inserts

Inserts are typically used as invoice/billing statement stuffers or distributed to customers at local retail venues such as at bank teller windows, in grocery bags or with pizza deliveries, etc.



Along with the above Money Smart Week promotional materials, the following files can also be downloaded from [www.moneysmartweekpartners.org/logos](http://www.moneysmartweekpartners.org/logos)

## Save the Dates

Save the dates are normally distributed to promote the week and encourage people to check out the website and calendar of events online.



## T-shirts

T-shirts have been used by partners for various promotional activities prior to or during Money Smart Week®. They can also be worn by volunteers who accompany "Ben Franklin" at designated events. The Fed only provides the design work.



Front



### **Guidelines for Using MSW Logos and Text**

There are guidelines for appropriate use of the Money Smart Week® logos and text. These are referred to as standards.

#### **Logo Standards**

1. The logo should always be printed in either color (PMS 343) or black and white. When posted on the web, the logo should always appear in color.
2. Graphics and designs should never be removed or altered from the approved logos.
3. Logos should always be situated right-side-up and never represented at a diagonal or other angle.
4. For web usage only, apply ALT Tag (Alternative Text) to allow accessibility to people with disabilities.
5. The logo size can be adjusted to accommodate any publication or print job, however the logo should never decrease in size so much that the text becomes unreadable. If higher resolution files are needed, contact the Federal Reserve Bank of Chicago Corporate Communication Division.
6. Decision to use the primary or secondary logo should depend upon the needs of the materials being designed.

#### **Text Standards**

The phrase "Money Smart Week," when it appears in text, should always be:

- Three words
- Title case — M(oney), S(mart), and W(eek)
- Represented with an alphabetical "S" for Smart — not the dollar sign (\$)
- Include the registration mark ® in superscript the first time it is used in a document
- Include the phrase "Money Smart Week is a registered service mark of the Federal Reserve Bank of Chicago" on all documents using the service mark notation. As this phrase is already contained within ChicagoFed.org's legal notices, it is not necessary to post this phrase on the Bank's Web site.

### **Tips for Dealing with the Media**

- Take five minutes to jot down three to five talking points you absolutely need to make during the interview
- Rehearse the talking points. Some people do fine with the written word but will stumble when verbally communicating those same points
- Remind yourself to keep the responses short and sweet. Don't give a 10-minute answer to a 10-second question
- Take a deep breath and relax. In most cases you will not be facing hostility, so be yourself and speak in plain English

### **Social Media Guidelines and Suggestions**

#### **Twitter:**

##### **DO's:**

- Follow @MoneySmartWeek on Twitter. Please use hash tag #MoneySmartWeek for Twitter conversations involving Money Smart Week®.
- Keep tweets short, sweet, and to the point. You're only allowed so many characters...use them wisely.

Example tweet: "Money Smart Week® is set for April 23-30 2016! Fun, free, financial literacy events for all ages! #MoneySmartWeek"

##### **DON'TS:**

- Tweet just links for your event. This is a common practice for spam companies and followers are not likely to view them.
- Don't forget your audience (especially on Twitter) varies in age, including young adults and teens. Keep the tweets fun, let them know you're excited for MSW and they should be too!

## **Facebook:**

### **DO's:**

- On Facebook, visit [www.facebook.com/moneysmartweeknational](http://www.facebook.com/moneysmartweeknational) and “like” the page. Your audience will be able to see you have liked the national page and do so themselves.
- Post photos and highlights of your events during the actual MSW day by day to keep the community engaged and intrigued

### **DON'TS:**

- Share links without thoroughly inspecting the content
- Forget to post reminders about signing up to be a partner
- Focus on just one audience...Facebook has a very wide variety of users; try to post things that apply to all different demographics.

## Sharing Your Success

### **Best Practices Forum**

An online discussion tool is available for partners. The application will serve as a communication forum for partners to exchange resources, ideas, special requests, questions and comments for Money Smart Week, as well as ongoing financial literacy initiatives throughout the year. Upon entering the forum, you will be able to view and read posts from other partners.

Chicago Fed representatives will monitor discussions.

### **Follow these simple steps to access the forum:**

1. Go to [www.moneysmartweekpartners.org](http://www.moneysmartweekpartners.org)
2. Click the partner icon
3. Hover over the “Partner” tab and select best practices

### **Best Practices**

### **Events**

#### **Creative Events/Topics:**

- Protecting Yourself from Identity Theft
- Ben Franklin Kite fly
- 5K Run or Bike with financial signs along the way
- GeoCashe Competition for College Students
- How to Find a Great Job and Increase Your Earnings
- Supermarket Smarts
- Surviving Divorce Financially
- Charitable Giving
- Joining the Clipping Craze: Getting the Most From Your Coupons
- Maximizing Your Credit Score
- Planning for Retirement
- Kids Piggy Bank Decorating and Book Reading

**Activity Hubs:** Use one or more facilities that host the majority of events multiple times a day to increase the likelihood of participants attending more than one class. Schools, libraries or community centers have been the most successful venues.

## **Participation**

**Extra Credit:** Teachers and professors gave extra credit for attending classes and submitting a report.

**Money, Gifts & Food:** Door Prizes; food and refreshments; registration to win cash or a savings bond when you attend a class and fill out a survey.

**Not-for-Profit Clients:** Have a special meeting inviting Executive Directors from local agencies to hear Money Smart Week® message and link clients with MSW partners/presenters.

**Workplace:** Have a special meeting inviting local Human Resource Managers and/or CEOs to hear Money Smart Week's message while linking employees with MSW partners and presenters.

## **Media & Promotion:**

- \$100 bill inserts with pizza deliveries, grocery bags
- Ben Franklin tour – community events, schools, MSW events, kick-off events, rotary clubs, etc.
- Newspaper partner to print and distribute calendars
- Statement stuffers
- Operation Greenlight (turning building façade or exterior lights green)
- Special meeting inviting local media to hear Money Smart Week® message and cover event
- Media personality to Emcee kick-off or other event



## APPENDIX

### Policies and Procedures

#### **Federal Reserve Bank of Chicago (FRBC) Policy on Soliciting Financial Support for Money Smart Week®**

**Overview:** Money Smart Week® (MSW) is a public awareness campaign designed to help consumers better manage their personal finances. This is achieved through the collaboration and coordinated effort of hundreds of organizations throughout the country including businesses, financial institutions, schools, libraries, not-for-profits, government agencies and the media. These groups come together once a year to stress the importance of financial literacy, inform consumers where they can get help and provide free educational seminars and activities. Programming is offered to all demographics and income levels and covers all facets of personal finance from establishing a budget, to first time home buying, to estate planning.

**Policy Statement:** Money Smart Week® partners and planning teams may raise funds and solicit sponsorship of MSW events, materials and activities independent of the FRBC. Direct sponsorship requests and fundraising that is conducted with little to no involvement from the FRBC must be in compliance with this policy.

**Solicitation of Financial Support:** Two models are available to MSW planning teams to use in soliciting financial support for MSW. The first involves partners directly contacting the media for support in funding promotional materials (direct sponsorship). The second is a pooled dollar model where the partners pool all MSW fundraising dollars and the partners as a group decide how to divide the dollars raised to support MSW (pooled funds). If a MSW partner or planning team wishes to use a different means of seeking financial support for MSW, it must provide, in advance, the details of its proposal to the FRBC and receive FRBC's prior approval.

#### ***Direct Sponsorship***

The direct sponsorship model can be initiated by the FRBC and/or each planning team. If initiated by the planning team, guidelines about equal access to sponsorship opportunities should be defined by the planning team. If initiated by FRBC, an open call for sponsorships must be made to all participating organizations. For example, if the local newspaper is offering to promote MSW with a paid (usually discounted) insert, all partners must have equal opportunity to fund the publication entirely or as one of multiple sponsors who can purchase ad space within the insert. While the FRBC will have no involvement in the transaction of money once these partner/media relationships are established, it will still maintain an advisory role for content and graphics. Furthermore, the FRBC requires that ads sold within the insert are appropriate and in good taste. Banks may purchase ad space; however, a disclaimer provided by the Fed will be added to absolve the Fed from any support or endorsement of sponsors. The FRBC may, at its discretion, act as a bridge solely to help establish a connection between the potential sponsor and a media partner.

The FRBC may request sponsorship of promotional materials produced by the Fed including the calendar of events booklet, bookmarks, inserts, posters and/or t-shirts. Partners may sponsor pages within those promotional materials that highlight their support of financial education/MSW and/or their planned MSW activities. Sponsorship levels will not be established. Rather, potential sponsors will be informed of the dollar amount range that past sponsors have provided. It will be up to the sponsor to decide based on that information, its sponsorship level. Sponsors that contribute toward the higher end of the sponsorship range; however, may negotiate more prominent placement within the calendar of events booklet. As with media promotional buys, the Fed will not be responsible for any money transactions. Sponsoring partners must work directly with the print vendors to settle sponsorship dollars.

Planning teams may also solicit sponsorship of MSW contests. The rules outlined in this policy apply to contest sponsors. Contest sponsors such as those for the Money Smart Kid scholarship or savings bond raffle will be listed in a factual nature online, in all promotional materials and mentioned in talking points, as well as be allowed to announce contest winners at Fed activities such as the MSW kickoff breakfast.

### ***Pooled Dollars***

The pooled dollars fundraising model must be conducted entirely independent of the FRBC. Recommendations for this type of sponsor participation include:

- An independent (preferably) or partner non-profit should be chosen by whatever means deemed fair and appropriate among all partner organizations to serve as the fiscal agent for MSW funds. The fiscal agent maintains responsibility to account for the collection and use of all fundraising dollars.
- The account should have multiple signers from at least two (2) different partner organizations.
- Dollar goals and needs should be established by consensus and thorough analysis of costs.
- Full disclosure and monthly reports on all funds should be provided to the partner group. These reports should include the details of each individual deposit and withdrawal (name of organization and dollar amount).
- Decisions regarding the fiscal agent should be shared with the partner group at a regular meeting within 30 days of the decision being made.
- A written voting structure should be in place for all decisions that require spending allocated funds.
- Funds should be restricted to marketing and promotional efforts as well as support for events and/or speaker fees.

Marketing and promotional efforts should be in good taste and embody the mission of Money Smart Week®. They should not disparage any legal and legit sectors of the financial industry.

**Financial Solicitation Restrictions:** In soliciting support for MSW, partners and planning teams must always maintain a neutral position and never use the name of the Federal Reserve Bank of Chicago or the Federal Reserve System to coerce contributions or support. The FRBC will not endorse any sponsors beyond recognizing their involvement in MSW. The FRBC should be given the opportunity to review any outside promotional campaigns, advertisements and messaging that will be linked to or associated with Money Smart Week® campaigns. Any material that is deemed not appropriate by the FRBC and/or the MSW partners' group at large will not be allowed to be used for MSW or include the Money Smart Week® logo or affiliation.

**Federal Reserve Bank Trademarks and Service Marks:** Money Smart Week® is a registered service mark of the Federal Reserve Bank of Chicago and it may not be used without the FRBC's express written permission. Other trademarks and service marks owned by the Federal Reserve Banks also may not be used without express written permission from the owner of the mark.

Money Smart Week is a registered service mark of the Federal Reserve Bank of Chicago.

## Presenter Resources

### **Presenter's Checklist**

- ☐ Provide opening & Money Smart Week talking points at event
- ☐ Distribute and collect surveys
- ☐ Distribute and collect consumer signup sheets
- ☐ Arrange for photos (action shots that communicate teaching/learning)
- ☐ Record the number of participants and report attendance through the online calendar application or to the partner who submitted/created the event detail within the application. If you do not know who created and added your event online, report your attendance to the MSW planning team chair or your company's MSW liaison.
- ☐ Enter consumer surveys following provided instructions for using SurveyMonkey.
- ☐ Submit consumer signup sheets to your MSW Chairperson or company MSW liaison.

### **Suggested opening script for all adult MSW Events:**

- Welcome to [name of your event]. [Details about your event].
- **Description of class/activity:** Note how it is one of thousands of free financial education events that are occurring all over the country amongst financial institutions, government agencies, non-profits, etc. in connection with Money Smart Week, created by the Federal Reserve Bank of Chicago.
- **Disclaimer:** Because this is a Money Smart Week event, all content will be void of sales pitches and will not refer to my company's/organization's products or services unless used as an example or asked about by participants. [Please provide Money Smart Week calendars to participants (if available) to invite them to other events and/or direct them online to [moneysmartweek.org](http://moneysmartweek.org)].
- **Survey:** Each of you has a short survey. We ask that you take a few minutes at the conclusion of the class to provide some feedback about today's discussion as well as how you heard about us. This information is very important to maintain quality and determine the best ways to inform you of next year's event. Please note that there is also an email address and website should you want to submit additional comments online.
- **Sign-Up sheet:** If you wish to be informed about future Money Smart Week campaigns as well as free financial education activities throughout the year. As with the Money Smart Week events, you will not be solicited or marketed any products by signing up. If you'd like to be added to that email list, please check the box to the left and complete your contact information at the bottom. You may also check the 'follow-up with me' box if it's ok for Money Smart Week coordinators to contact you in the future to complete a post event survey and/or help with next year's promotional efforts by informing others about how you or your family benefited from what you learned during Money Smart Week.



## Consumer Survey

Event Date: \_\_\_\_\_

Event Title: \_\_\_\_\_

Event Location (City): \_\_\_\_\_

The following survey helps us understand how we can improve Money Smart Week and make sure the events we offer reach the widest possible audience. Your answers are completely anonymous and cannot be used in any way to identify you.

1. What is your gender? ☐ Male ☐ Female

2. How old are you? ☐ Under 18 ☐ 18 – 24 ☐ 25 – 34 ☐ 35 – 49 ☐ 50 – 65 ☐ Over 65

3. What is your ethnicity? ☐ African-American ☐ Asian ☐ Hispanic ☐ White (non-Hispanic) ☐ Other

4. What is the highest level of education you attained?

☐ Some high school ☐ High school or GED ☐ Some college ☐ College degree ☐ Graduate Degree

5. How valuable did you find the Money Smart session you just attended?

1 Not at all valuable    2 Not valuable    3 Valuable    4 Very valuable

6. How likely are you to apply or take action on something you learned in today's class?

1 Very Unlikely    2 Unlikely    3 Likely    4 Very likely

7. How likely are you to recommend a Money Smart event to your friends and family?

1 Very Unlikely    2 Unlikely    3 Likely    4 Very likely

8. How did you hear about the event you attended? Please check all that apply

☐ Event Calendar Booklet (Where did you get the calendar?) \_\_\_\_\_

☐ Television (Which station?) \_\_\_\_\_

☐ Radio (Which station?) \_\_\_\_\_

☐ Newspaper (Which paper?) \_\_\_\_\_

☐ Email (From?) \_\_\_\_\_

☐ Website (Which site?) \_\_\_\_\_

☐ Mail insert (In what mail?) \_\_\_\_\_

☐ Friend, Family, Teacher, etc. (Word of mouth) \_\_\_\_\_

☐ Social Media (Facebook, Twitter, etc.) \_\_\_\_\_

☐ Other (Please specify) \_\_\_\_\_

9. Have you ever visited MoneySmartWeek.org? ☐ Yes ☐ No

10. What financial topics are you most interested in? \_\_\_\_\_

11. Please provide additional comments or suggestions on the back of this page

Additional questions, comments or concerns about sales pitches at your event? E-mail us at [Money.Smart@chi.frb.org](mailto:Money.Smart@chi.frb.org) or visit us online at [moneysmartweek.org](http://moneysmartweek.org) to submit a comment.



## Encuesta al Consumidor

Fecha del Evento: \_\_\_\_\_

Título del Evento: \_\_\_\_\_

Local del Evento:(ciudad): \_\_\_\_\_

**La siguiente encuesta nos ayuda a nosotros a entender como podemos mejorar Money Smart Week y asegurar que los eventos que ofrecemos alcancen la mayor audiencia posible. Sus respuestas son completamente anónimas y no pueden ser usadas de ninguna manera para identificarle a usted.**

**1. ¿Cuál es su género?** ☐ Masculino ☐ Femenino

**2. ¿Qué edad tiene usted?** ☐ Menos de 18 ☐ 18 – 24 ☐ 25 – 34 ☐ 35 – 49 ☐ 50 – 65 ☐ Más de 65

**3. ¿Cuál es su etnicidad?** ☐ Africano-Americano ☐ Asiático ☐ Hispano ☐ Blanco (no-Hispano) ☐ Otro

**4. ¿Cuál es el nivel más alto de educación que usted atendió?** ☐ Alguna Escuela secundaria ☐ Escuela secundaria o GED ☐ Algo de colegio ☐ Grado universitario ☐ Post grado

**5. ¿Qué valor encontró en la sesión de Money Smart que usted atendió?**

1 No de mucho valor    2 Nada de valor    3 De valor    4 De mucho valor

**6. ¿Qué posibilidades hay de que usted cambie la manera en que maneja el dinero debido a lo que usted ha aprendido?**

1 No muy posible    2 No posible    3 Posible    4 Muy posible

**7. ¿Que posibilidades hay de que usted recomiende el evento de Money Smart a sus amigos y familia?**

1 No muy posible    2 No posible    3 Posible    4 Muy posible

**8. ¿Como usted escuchó sobre el evento que atendió?**

☐ Calendario (¿Dónde consiguió el calendario?) \_\_\_\_\_

☐ Televisión (¿Cuál estación?) \_\_\_\_\_

☐ Radio (¿Cuál estación?) \_\_\_\_\_

☐ Periódico (¿Cuál periódico?) \_\_\_\_\_

☐ Correo electrónico (De Quien?) \_\_\_\_\_

☐ Página de internet (¿Cuál?) \_\_\_\_\_

☐ Correspondencia insertada (¿Cuál Correo?) \_\_\_\_\_

☐ Amigo/Familia/Maestro (¿Por otra persona?) \_\_\_\_\_

☐ Media Social (¿Facebook, Twitter?) \_\_\_\_\_

☐ Otro (Por favor especifique) \_\_\_\_\_

**9. ¿Has visitado el sito del internet MoneySmartWeek.org?** ☐ Si ☐ No

**10. ¿En Cuales tópicos financieros estas mas interesado?** \_\_\_\_\_

**11. Por favor provea comentarios adicionales o sugerencias en la parte atrás de esta página**

**Por otra persona**

¿Preguntas adicionales o comentarios? Envíenos un e-mail a [Money.Smart@chi.frb.org](mailto:Money.Smart@chi.frb.org) o visite [www.moneysmartweek.org](http://www.moneysmartweek.org).

## Consumer Signup Sheet

# Let's stay in touch!

☐ **Sign me up for the Money Smart email list**

You will be sent notifications throughout the year about free financial education events including Money Smart Week activities for next year. This list **will not** be used for solicitation purposes.

☐ **Follow-up with me later in the year**

In an effort to continue improvement of programming and be more impactful, Money Smart Week coordinators would like to hear about how you applied what you learned to enhance your financial management skills. Post surveys will be conducted approximately 3 months after Money Smart Week.

Also, if you have a success story to tell we'd love to help you communicate it through media and promotional efforts for next year's campaign!

### Contact information

Name: \_\_\_\_\_

City/State in which you live: \_\_\_\_\_

Email: \_\_\_\_\_

Phone number (optional): \_\_\_\_\_

# MONEY SMART WEEK®

APRIL 23–30, 2016 | [MONEYSMARTWEEK.ORG](http://MONEYSMARTWEEK.ORG)

## Guides for Using the Online Calendar

### Calendar Event Entry Guide

#### How to Enter an Event Guide – Money Smart Week Application

1. You must already be a registered partner: <http://www.moneysmartweek.org/registration>
2. Log into your account.
3. If you forgot your password or it's not working click Forgot Password on the Login Page:  
[https://www.chicagofed.org/applications/msw\\_calendar/login.htm](https://www.chicagofed.org/applications/msw_calendar/login.htm)
4. Click the "Create an Event" button under the Partner Main text.
5. Select an event type. For events that are open to the public, choose Public Standard for face-to-face events or Public Online for webinars. If the event is for a closed group, such as a school classroom or an employer, choose Private. For Private Events, only the title of the event and sponsors will appear in the print calendars. Private events give an expanded date range of 3 weeks.
6. Fill in the rest of the event details. If you aren't sure what a field is asking for, move your mouse over the question mark to the left of the field.
7. Click save as a draft if you are missing details. We do not approve or review drafts and they will not appear on the consumer calendar or print calendars. If all your details are finalized click review for submission.
8. After reviewing your details a final time **you must submit for approval.**
9. After you submit for approval you will receive an event ID number. Keep this in case you need to make changes to your event. It is also how you will report attendance for your event. If you do not receive an event ID number most likely your event was not submitted properly.
10. If you need to change the details of your event you can do so, the event will just have to be reapproved. You can sort by clicking on any of the headings on the table or by using the search function on the right hand side. If you have a specific event that needs editing, you can search for it by putting the Event ID in the "Event ID" field.
11. We do not approve events in draft status; please make sure you submit your event for approval. If you save an event as a draft you must go back into the system and submit it for approval once all your details are finalized.
12. There is no delete function. If you need to delete an event, please use the "draft" function. If you need to cancel an event please save it as a draft. This way you can always go back and submit the event for approval later if something changes. Draft events will not display on any consumer facing calendar, print or online.



# MONEY SMART WEEK®

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APRIL 23–30, 2016 | [MONEYSMARTWEEK.ORG](http://MONEYSMARTWEEK.ORG)

**Be sure to review all your event details. Things to check for:**

- a. Correct capitalization in the title and description
- b. If the event is being hosted at a library, make sure the ALA selection says yes
- c. Make sure the address is formatted properly
- d. Make sure the event time looks correct, a 2 a.m. event was likely entered incorrectly
- e. Make sure that the contributing partners are on separate lines, not all in one text box.  
You can add additional partners with the “Add a Contributing Partner” button.

# MONEY SMART WEEK®

APRIL 23–30, 2016 | [MONEYSMARTWEEK.ORG](http://MONEYSMARTWEEK.ORG)

## **Event Approval Guide – Chairperson’s only**

1. Log into your chairperson account
2. Click events
3. You can sort by clicking on any of the headings on the table or by using the search function on the right hand side. If you have a specific event that needs approval, you can search for it by putting the event ID in the “Event ID” field.
4. We do not approve events in draft status; please only approve events in “Ready for Approval” status. If a partner saves an event as a draft they must go back into the system and submit it for approval once all their details are finalized.
5. There is no delete function. If you need to delete an event, please use the “Hide” function. You can always go back and change the status later if something changes.
6. To approve an event click the “edit” button on the right hand side
7. Review all the event details. Things to check for:
  - a. Correct capitalization in the title and description
  - b. If the event is being hosted at a library, make sure the ALA selection says yes
  - c. Make sure the address is formatted properly
  - d. Make sure the event time looks correct, a 2 a.m. event was likely entered incorrectly
  - e. Make sure that the contributing partners are on separate lines, not all in one text box. You can add additional partners with the “Add a Contributing Partner” button.
8. Click review for submission
9. Review all the information one last time
10. Select approved (please do not ever select past)
11. Click “return to events page” and approve your next event! Please note that once you sort on the main page the sorting parameters will be maintained until you log out or use the “Reset” button.

# MONEY SMART WEEK®

APRIL 23–30, 2016 | [MONEYSMARTWEEK.ORG](http://MONEYSMARTWEEK.ORG)

## **Report Export Guide**

1. There are two options on the main screen, “Events” and “Reports”. Select “Reports”.
2. There are three types of reports, “At a Glance”, “Custom Reports” and “Print Calendar Exports”.
3. The “At a Glance” report gives you a quick look at the state campaign.
4. The “Custom Reports” section is where you will pull reports for users and events in your area. There is a third area called “Partner Activity” which will be used to identify and delete partners who have not participated from one year to the next.
  - a. After selecting “Custom Reports” you can either review users (partners) or events. After selecting users or events you can set your search parameters. To select only the counties in your region, use the ctrl button.
  - b. Click “Generate Report”.
  - c. Click “Export to CSV” to save the file as an excel document.
5. The “Print Calendar Export” can be used to pull documents for newspapers, etc.
  - a. First, select the counties in your region using the ctrl key.
  - b. Next, select the event types that you would like to include in the document using the ctrl key.
  - c. Select the sort order. This is the order in which the calendar will be sorted. We always do type first so that public, online, etc. are separate. You can play around with the order. For most regions we sort by: type, county, topic, title, date and time. You do not have to sort by all the fields listed. For example in Chicago, we do not sort using county. Drag them to the right in the order you’d like the document to be sorted by.
  - d. Select the fields from the left that you would like included in the calendar. The order you select them in does matter. For most of our documents we select time through RSVP by date, in that order. Again, feel free to play around and see how it looks to get the result you’re looking for.
  - e. The last step is to select the file type. RTF will open in a word doc which most newspapers can use. Quark is used by most designers, including ours. It has some preformatting code (bold titles, etc.).
  - f. Click export and save your file.

# MONEY SMART WEEK®

APRIL 23–30, 2016 | [MONEYSMARTWEEK.ORG](http://MONEYSMARTWEEK.ORG)

## Templates

### Example Money Smart Kid Award Press Release

#### MEDIA CONTACT:

[Your Contact info]

[Date]

#### FOR IMMEDIATE RELEASE

[Headline About Your Event]

[Month xx, 2016] —[Enter name of organization] will recognize the winner of the 2016 Money Smart Kid Essay Contest at [enter name of event]. This contest was held in conjunction with the upcoming Money Smart Week®, an event consisting of more than 500 free classes, seminars and activities promoting financial education that will take place from April 23-30

The XXX will be held on [date] at [time and place]  
[Enter more details about the specific event.]

The winner of the 2016 Money Smart Kid Essay Contest will be receiving a [enter specific prize] as well as the opportunity to travel the state promoting financial education to other kids. With more than [add number of essays] entries, the contest was very competitive and a large success. The essay topic this year asked participants [insert 2016 essay topic here].

Coordinated by the Federal Reserve Bank of Chicago and its Money Smart partners, Money Smart Week® is designed to educate consumers about money management and create awareness of financial education programs on a wide range of topics such as budgeting, saving and using credit wisely.

The educational activities will be carried out by more than XXX local community groups, businesses, schools, and non-profit organizations.

[Enter quote from chairperson about benefits of contest and benefits of Money Smart Week®]

Additional information and a calendar of events for this year's Money Smart Week® are now available at <http://www.moneysmart.org>.

###

## Example Planning Meeting Agenda



### **20XX Planning Meeting X**

Thursday, December X

9 a.m.

**Federal Reserve Bank of Chicago**

## **AGENDA**

9 – 9:10 a.m.

Individual Introductions and Go-around.....All

9:10 – 9:20 a.m.

Campaign Updates.....Chicago Fed  
(Kickoff, Deadlines, Discussion Forum, Resources Survey)

9:20 – 9:35 a.m.

Event Calendar Database/Website.....Chicago Fed

9:35 – 9:40 a.m.

Leadership Report.....Chicago Fed

9:40 – 9:55 a.m.

Committee Reports/Announcements.....Committee  
Chairs/All

9:55 – 10:00 a.m.

Open Discussion and Partner Announcements.....All

## Contact Information

For regional chairperson contact information, please visit:  
[www.moneysmartweekpartners.org/chair\\_list](http://www.moneysmartweekpartners.org/chair_list)