

## Money Smart Week and Financial Readiness

### March 17 – May 4

America Saves' goal is to promote the importance of savings and encourage individuals and families to take financial action. To help the people you serve save more successfully and to promote the importance of savings at a national level, we have put together this resource packet with you in mind.

This resource packet contains a sample article, suggestions for social media content, and tools and resources designed to **help you communicate with the public, your audience, and with other organizations on the importance of the Money Smart Week mission: to help consumers better manage their personal finances.** Look for new packets from America Saves every six weeks.

This resource packet includes:

1. [Sample Article](#)
2. [Facebook and Twitter Posts](#)
3. [Tools and Resources](#)
4. [Four-question survey](#)

We encourage you to use this material to:

- Augment the savings information you already provide to others;
- Encourage individuals to [Pledge as Savers in the America Saves campaign](#), thereby creating and committing to a basic savings or debt reduction plan and;
- Position your organization as "in front" of the savings message and the need to save, particularly in uncertain economic times.

We want to hear from you. Please take a moment to [complete this four-question survey](#) on the usefulness of this material.

**Our next resource kit is on Saving for Emergencies.** If you have any resources or materials you would like us to include please send them to [Katie Bryan](#) by **April 28<sup>th</sup>, 2014**.

# Sample Article

Use this content for your blog, newsletter, email communications, or any other publication. You can either rewrite the information or use as a guest post.

## Combining Financial Action and Education to Help You Reach Your Goals

By Joanne Martonik, [America Saves](#) Campaigns and Outreach Associate

During America Saves Week, over 1,300 organizations around the country encouraged individuals to take control of their financial futures by taking financial action. America Saves Week may be over but your journey to becoming a successful saver is just beginning. America Saves and Money Smart Week are teaming up to help you achieve your saving goals.

The concept is simple and easy,

1. Take Action - [pledge or re-pledge to save today](#)
2. Attend an Event- [find a Money Smart Week event in your area](#) to learn more about saving to help you realize your saving goals
3. Spread the Word – share your savings efforts with friends and family and with [America Saves](#)

You can take financial action and make a personal commitment to save by setting a goal and making a plan. Opting in for goal based text messages will provide you with additional encouragement right to your cell phone to continue your savings efforts. As a committed saver you'll receive monthly emails with helpful saving strategies and resources, saving tips and information through [Twitter](#) and [Facebook](#), a quarterly [newsletter](#) that features current financial information and stories from successful savers and a website with tools such as a simple way to [Assess Your Savings Plan](#).

Additionally, increased education can help you realize your goals. Money Smart Week, April 5 – April 12, is a public awareness campaign to promote financial education across all age groups. Launched in 2002 by the Federal Reserve Bank of Chicago, the program is now active in more than 45 states through national partnerships with the Certified Financial Planner Board of Standards, Consumer Financial Protection Bureau and USDA (United States Department of Agriculture) Cooperative Extension and the American Library Association.

"Money Smart Week began as a coordinated effort among a small group of Chicago-area organizations working to promote financial literacy," says Alejo Torres, Senior Outreach Manager at the Federal Reserve Bank of Chicago. "Today, Money Smart Week continues to expand nationally, providing greater awareness of, and access to, personal finance resources for all."

Money Smart Week events are open to the public throughout the country on topics including kids and money, unemployment, managing student debt and retirement. With more than 3,000 events and 130,000 participants from around the country, you will not be alone in your saving efforts.

Or join the [Money Smart Scavenger Hunt!](#) Players will be asked to photograph themselves accomplishing a provided list of tasks such as "check out a money related book at your local library, "high-five your banker," or "attend a Money Smart Week event." Complete the tasks and earn points to win prizes.

To learn more about Money Smart Week visit, [www.moneysmartweek.org](http://www.moneysmartweek.org).

# Sample Tweets/Facebook Posts

Share the following messages with your Facebook and Twitter Followers:

## #SavingsTipTuesday

**Mar. 25** – Having emergency savings may be the most important way to stay afloat financially via @AmericaSaves <http://ow.ly/r6i1n> #SavingsTipTuesday

**Apr. 1** – With every paycheck make automatic transfers from your checking to savings acct read more here <http://ow.ly/r6k4B> SavingsTipTuesday

**Apr. 8** – Get yr school/library involved in #MoneySmart Week! It's a great way 2 bring MSW events 2 yr community <http://ow.ly/uFzWI> #SavingsTipTuesday

**Apr. 15** – Putting aside 50 cents a day for a year can save you nearly \$200. Check out more money saving tips here <http://ow.ly/r6lnn> #SavingsTipTuesday

**Apr. 22** – Track what you spend so you can know how much your budget can handle and where to allocate funds. <http://ow.ly/ulalO> #SavingsTipTuesday

## #SavingsFactFriday

**Mar. 21** – Financial education is important for everyone! Spread the word abt #MoneySmart Week <http://ow.ly/uFx68> #SavingsFactFriday

**Mar. 28**– Make sure to aim for short savings goals. Those who do are typically more successful savers! <http://ow.ly/uI9Un> #SavingsFactFriday

**Apr. 4** – #MoneySmart Week is to help consumers learn to better manage their finances. Learn more <http://ow.ly/uGaqv> #SavingsFactFriday

**Apr. 11** – Join America Saves & kick start your savings! Start Small. Think Big. <http://ow.ly/r6knN> #SavingsFactFriday

**Apr. 18** – MoneySmartWeek.org has online games designed to build financial literacy in children & teens. <http://ow.ly/uGaXW> #SavingsFactFriday

**Apr. 25** – You can win \$1,000 toward your saving acct with us & @playsaveup. Register here for the rewards <http://ow.ly/ulaST> #SavingsFactFridays

## Additional Tweets/Facebook Posts

Share the following messages with your Facebook and Twitter Followers:

1. Get #savings tips straight to your phone from @AmericaSaves! <http://ow.ly/uI5Mz>
2. True/False: I wish I had known more about \$ as a kid. Check out #MoneySmart Week events for tips on kids and \$ <http://ow.ly/utZRJ>
3. #Save #money monthly through an #automatic transfer from checking to #savings <http://ow.ly/uI5Tq> via @AmericaSaves
4. Who do you go to for financial advice? Attend a #MoneySmart Week event for tips on managing your personal finances! <http://ow.ly/utZRJ>
5. Do you have a savvy tip, trick or story about #saving? Share it with us! You could win \$25! <http://ow.ly/rBfE7> via @AmericaSaves
6. "Rule No. 1: Never lose money. Rule No. 2: Never forget rule No. 1." ~Warren Buffett. More tips 4 #MoneySmart Week <http://ow.ly/utZRJ>

7. *Need savings tips? Check these out and boost the amount of money you can save* <http://ow.ly/r6lInn> via @AmericaSaves
8. *What's the best financial advice you've ever been given? Check out #MoneySmart Week events for great financial advice* <http://ow.ly/utZRJ>
9. *Need help #saving? Get text tips & reminders from @AmericaSaves to help you reach your #goals.* <http://ow.ly/kq2nF>
10. *#MoneySmart Week is 4/5-4/12, offering classes & events all around the country! Check it out!* <http://ow.ly/utZRJ>
11. *It's never too early to start discussing financial decisions w/ your kids & establish good habits* <http://ow.ly/uFWyw> #MoneySmart
12. *National Retirement Planning Week begins April 7th. Tweet your #retirement tips using #NRPW*
13. *If a local bank or financial institution would like to be involved in #MoneySmart Week, encourage them to sign up!* <http://ow.ly/uG3mH>
14. *Determine how much monthly income your #retirement savings may provide with this Retirement Income Calculator.* <http://ow.ly/uFfhV> #NRPW
15. *Click here to learn about how you can become a part of #MoneySmart Week* <http://ow.ly/uFvLk>
16. *Learn how to manage your assets in #retirement with this fact sheet from @IRIonline and @RetireOnUrTerms* <http://ow.ly/uFfbF> #NRPW
17. *Are you a savvy saver? Share your tips and stories with us! You could win \$25!* <http://ow.ly/rBfE7> via @AmericaSaves
18. *Like #MoneySmart week on Facebook here!* <http://ow.ly/uG4qV>
19. *Ready for retirement? Use the #Retirement Realities Checklist to find out* <http://bit.ly/yIVFxt> #NRPW
20. *Set a goal, make a plan, #save automatically- pledge to #save today!* <http://ow.ly/ksLWb> @AmericaSaves

## Tools and Resources

Share the following tools and resources with your audience and with other organizations:

### Money Smart Week Resources

- [Register as a participating organization](#)
- [Partner with organizations already planning events](#)
- Encourage individuals to [take financial action](#) and attend events
- Plan a Money Smart Week Event-- download the [Partner Kit](#) for examples and best practices
- [See what events are happening in your area](#)

- [Download the Media Kit:](#)

- Customizable press release for partners to tailor to their local media efforts.
- Money Smart Week key messages/talking points
- Scavenger Hunt Details
- Tip sheet for securing media for your campaign
- Social Media sample posts
- Money Smart Week newsletter/website blurb to assist with calendar mentions