

2015 GLOBAL MONEY WEEK

March 9-17

Global Money Week 2015 Toolkit

How you can promote child and youth finance
in your country

www.globalmoneyweek.org

#GlobalMoneyWeek

#GMW2015

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About the Toolkit

This toolkit is intended to guide you through the initial stages of preparation and planning for celebrating Global Money Week (GMW) in your community. It provides an overview of the Child and Youth Finance Movement, potential activities you can organize, how the Child and Youth Finance International Secretariat can support your efforts, and, most importantly, how to ensure that children and youth in your community participate and learn more about finance and entrepreneurship!



Who is this Toolkit for?

The **Global Money Week Toolkit** is applicable for anyone interested in taking part in Global Money Week 2015. Whether you are from an educational institution, financial authority, central bank, stock exchange, NGO, government institution, or community organization, you can play an integral role in advocating for greater economic education and financial inclusion for children and youth. Getting involved in the Global Money Week festivities is the first step toward improving the lives and opportunities of children and youth within your community and worldwide.



What can you learn from this Toolkit?

This toolkit provides an overview of the global, web-based activities organized by the CYFI Secretariat, as well as ideas for activities you can plan at local, national and global levels. Also included with this Toolkit is a Print Pack consisting of a variety of printable promotional resources, example letter templates for contacting financial institutions and media, survey forms, pledge sheets and other materials. It is intended to

provide further information and ideas on how to engage children, youth, and your broader community in the Global Money Week celebration.

While the activities organized by the CYFI Secretariat are intended to connect children and youth with academics, financial experts and other celebrations around the world, the interactive and engaging local activities are what truly make a difference and insight change. This toolkit is filled with ideas intended to inspire possible events and activities that can be included in your celebrations, but we also wholeheartedly encourage all celebrating countries and organizations to come up with their own activities and events to engage children, youth and their communities, in order to bring about the action needed to reshape finance for the next generation.



Where to find the GMW Toolkit online?

An online version of the GMW Toolkit is available for download online:

- 1) www.childfinanceinternational.org/movement/publications
- 2) www.globalmoneyweek.org
Under 'Resources' section on the GMW website





Global
Money
Week
9 - 17
March
2015

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What is Global Money Week (GMW)?

Global Money Week is a worldwide celebration intended to empower the next generation of financial actors to be confident, responsible and skilled economic citizens. Every year, entire communities jointly take action to reshape the financial landscape, and give young people the tools and inspiration they need to shape their own future.

Global Money Week takes place every year during the second week of March. It is coordinated by the Child and Youth Finance International (CYFI) Secretariat, but the events themselves are organized by schools, universities, government ministries, central banks, financial institutions, members of the civil society and communities of active youth worldwide.

The Secretariat acts as an anchor for Global Money Week activities worldwide, in an effort to coordinate, support and facilitate the many events and initiatives planned by local organizations, institutions and activists.

The celebrations of 2015 will take place between 9th -17th March. During this week various worldwide activities will be held to engage children, youth and their communities to learn about how money works, including saving, gaining employment, and creating livelihoods. For examples of past activities, please see pages 6-9. Your participation brings the world one step closer to ensuring that every child will have access to financial services, basic financial awareness, a reliable source of income, and the will to save.

KEY FIGURES AND FACTS

2013 **GMW outreach**
1 million children and youth
80 countries
400 organizations

2014 **GMW outreach**
3 million children and youth
118 countries
490 organizations
Over 2000 activities



Global Money Week 2015 Theme

Save today. Safe tomorrow.

GMW 2015's theme is **'Save today. Safe tomorrow.'**

Children and youth need to learn savings behavior from an early age. It is just as important for them to have a bank account and to be included in the financial system. Why?

Because: social and financial exclusion lead to an unsafe tomorrow where there is excessive spending and no saving.

If we want a safer tomorrow we need to do something today. How?

Empower children and youth! Global Money Week is an opportunity where you can do this:

- Policy makers and regulators, you can ensure children and youth can open savings accounts
- Civil society and schools, you can organize money awareness events in your communities
- Parents and families, you can talk about money with your kids
- Children and youth, please have fun learning!

Because, to have a safe tomorrow we should begin to save today.



Why Celebrate GMW 2015?

What makes Global Money Week activities so exceptional is the active involvement of children and youth in the planning, organizing and actualization of events, as well as in the discussions and knowledge sharing opportunities that commence. Global Money Week encourages children around the world to unite their voices in support of financial inclusion and financial education, take action, expand their knowledge, and engage with the financial issues that affect them most. We want to make sure that the opinions of the next generation are heard so that the decision makers of tomorrow may take active part in the policy discussions of today.



Encourage children and youth in your community

The aim of Global Money Week is to encourage youth to come together to share their ideas but also to advance these ideas into further action. The celebrations are concentrated in one week, but the impact of the ideas shared and lessons learned during this short week are intended to have a long-lasting impact and to bring about active participation of children and youth in financial matters throughout their future.



Support education for children and youth

Global Money Week is also a means to promote the importance of Economic Citizenship Education (ECE), financial literacy and inclusion and the empowerment of youth, in an effort to reshape finance and dismantle the poverty trap that results from inadequate resources, knowledge and education.



Connect with Partners

Share, Promote, and Further the Global Effort. Global Money Week is a great opportunity to share your organizational activities and initiatives with stakeholders and potential funders in your country and globally.



Strengthen your Corporate Social Responsibility (CSR)

Organizing Global Money Week activities provide an opportunity to give back to your community, providing support – strengthen values.



Win a Global Money Week Award

CYFI awards the country which contributes greatly to spreading awareness of the Child and Youth Finance Movement with the prestigious Global Money Week Award. The previous winners of the Award are seen as upstanding examples of furthering Economic Citizenship awareness amongst their children and youth. For more information on the GMW Awards see pages 10-11.



Be a part of the Movement

Together we can take action to reshape the financial landscape, in order to ensure that every child grows up to be an empowered economic citizen, equipped to gain employment, make wise financial decisions and understand their personal rights and responsibilities in their community.

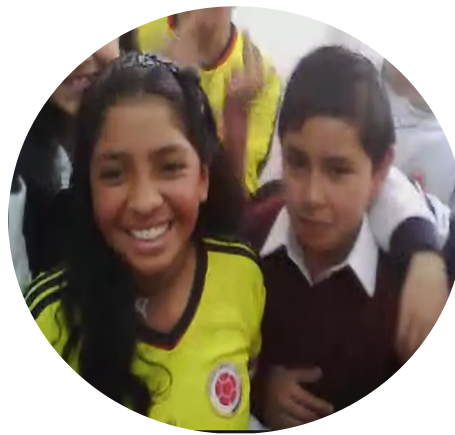
How to get involved in Global Money Week?

Join the Global Activities. Begin a Local Activity. Or, do both!

There are many national and global activities through which you can get involved with GMW 2015. The activities of Global Money Week are intended to engage children, youth and stakeholders at the global level. With the help of video conferencing, webinars, live streaming, the Global Money Week website and other social media channels, local activities are collaboratively celebrated around the globe.

Global activities

The CYFI Secretariat will coordinate 3 global activities which you can participate in. We will provide you with access to an online interactive calendar where you can register for the activities that you are interested in.



Prep Talks

We have designed Prep Talks to help you prepare for your Global Money Week activities. They will take place 1-2 months prior to Global Money Week and will give you a chance to connect with the Secretariat and let us assist you in any way we can – we will also share our PowerPoint and other preparation documents, with you and answer any questions or concerns that you may have.



Star Talks

During Global Money Week we will organize and live-stream talks by inspiring people e.g. government and ministry representatives, celebrities, leading academics. This is a great opportunity for youngsters from all over the world to interact with the people who inspire them and ask questions about the financial topics that matter most to them.



Youth Talks

Youth Talks provide an opportunity for youth from one country to connect with youth from around the globe, via an online video program, to discuss money related topics and share in each other's celebrations.



Stock Exchange 'Ring Around the World'

Stock exchanges around the world will launch Global Money Week by inviting children and youth to ring their opening stock exchange bell in celebration of this week of financial education, inclusion and livelihood awareness.



Webinars

You can register for free online webinars co-hosted by CYFI Secretariat and financial institutions from the CYF Movement. We will cover topics such as what financial services are available for youth, how microfinance can be made more inclusive for youth and how youth are learning to manage their money responsibly.





How the CYFI Secretariat will support local activities coordinated by you, the CYF Movement

The CYFI Secretariat offers you support in coordinating your activities:

● Advice and Assistance

We can help you establish and coordinate national organizing committees. We can help you develop your timeline, implementation plan and a communication strategy (including a social media plan). The Secretariat will provide you with promotional material for you to use during your activities and resources for assessing the effectiveness of your activities.

● Showcasing and Sharing

The Secretariat will showcase your activities on a global level, to the international CYF Movement. We will do this through daily updates via:

- The Global Money Week website
- Facebook, Twitter and our other social media channels
- The Global Money Week Daily Digest which reaches leaders and policymakers worldwide

● Connecting the World

The Secretariat will publicize the events that are taking place all over the world via online live streaming. Participating children and youth can see that their celebration is part of a broader, global Movement that has an effect on others far beyond their local community.

National Activities

Below is a list of a few of the inspiring ways that children and youth have taken part in Global Money Week in the past. These examples are here to provide you with an overview of the type of activities that you can coordinate on a regional, national or local level.



VISITS

- *Visits to banks* • *Visits to parliaments*
- *Visits to the stock exchange and ringing the opening bell to signal the beginning of trade* • *Visits to money museums*
- *Visit to businesses*

● Visits to banks

Children and youth visited banks and other financial institutions to learn about how they work and to interact with high-level representatives such as central bank governors. Young entrepreneurs were also given the opportunity to present their businesses to central bank governors.

● Visits to parliaments

Student groups visited parliament to get to know more about how they work, as well as why and how policy decision are made. They also visited the Ministry of Finance and Ministry of Education in order to present their ideas on how they (the children and youth) think financial education and financial inclusion can be implemented via national policy. Children and youth presented their input on the allocation of the national youth.

● Visits to the stock exchange

Children and youth visited their national stock exchange to learn about why they exist and how they operate. They had the opportunity to ring the opening or closing bell, which signals the beginning or end of the day's trade, in honor of Global Money Week.

● Visits to money museums

Money museums opened their doors to youngsters so that they could learn about money and its history.

● Visits to local businesses

Companies invited student groups from their local community to visit in order to learn about the role that budgeting, savings, investments and insurance plays in the functioning of their business. The children and youth visited their local business to learn livelihoods lessons, such as entrepreneurship tips and what it takes to be a good employer and/or employee.





ART & CREATIVITY

- Art Exhibitions
- Theatre
- Cartoons
- Folk Stories
- Writing Songs

● Exhibitions

Schools and community centers held interactive and educational art exhibitions where they displayed artwork and projects on topics such as your 'what would you save for', and 'dream big'.

● Theatre

Youngsters creatively expressed themselves by dramatizing real life financial, business and entrepreneurial cases.

● Cartoons

Cartoons and comic books were created by financial institutions and national authorities to engage youngsters in finance-related topics.

● Folk stories

Communities were made aware of the need for financial literacy through the age-old method of storytelling.

● Writing songs

Children and youth have written songs about Global Money Week and money related topics to spread awareness to their peers.



GAMES, COMPETITIONS & FUND RAISING

- Contests and competitions
- Financial education games
- Charity Fund Raising

● Contests and competitions

From making posters to playing "financial football", children have had fun learning about financial education and financial inclusion through creative contests and engaging competitions.

● Financial education games

Innovative board games have been designed and played as an interactive and challenging way to learn about finance.

● Charity Fund Raising

Young people helped raise funds and public awareness for local youth charities by organizing Global Money Week walks and other activities.



MEDIA

- Radio talk shows
- Social Media
- TV shows
- Video Making

● Radio talk shows

Youth and local high-level representatives were interviewed live on radio about importance of financial education. National and local radio stations helped spread awareness of Global Money Week and advised listeners to take part in local events.

● Social media

Facebook and Twitter were two of the social media channels that have been used to spread awareness, garner support, share events and organize various competitions among the children and youth.

● TV shows

Television broadcasters have raised awareness about the need for financial inclusion and education for young people on a national level.

● Video making

Many Global Money Week participants have made inspiring videos about their local events, while others have created fantastic financial education and inclusion awareness-raising videos.





● **Workshops and lessons**

Young people enjoyed financial education lessons in community centers, schools, and universities.

● **Publications**

Resources to educate children about financial issues were made available through libraries and schools.

● **Research and petition**

Children researched the policies of the banks in their own countries to evaluate the child friendliness of their banking policies. Banks that did not meet the criteria were petitioned to remove the barriers that are stopping them from opening savings accounts. For further information about child and youth-friendly banking indicators please visit us at www.childfinanceinternational.org



● **Policy pledge**

Children unified their voices by signing pledge forms showing their commitment to child and youth friendly banking policies.

● **Book bank**

Libraries dedicated to spread financial knowledge to children were created.

● **Ensuring inclusion**

Active measures were taken to ensure that all youth were included in Global Money Week festivities, including street children, children in juvenile correctional facilities and children from care homes.



EDUCATION & PROJECTS



- Dialogue with policy makers • Peer debates • Youth budget to parliament
- Workshops and lessons • Publications • Research and petition • Policy pledge
- Book bank • Ensuring inclusion

● **Dialogue with policy makers**

Through face-to-face gatherings and web conferences children had the chance to discuss financial education and financial inclusion with policymakers.

● **Peer debates**

Debates on financial education, employment issues, and entrepreneurship took place in schools.

● **Youth budget to parliament**

Children and youth presented their input on their national youth budget.

How to win GMW Awards?



What are CYFI Awards?

Every year, at the annual Child and Youth Finance Movement's international Summit, the CYFI Secretariat hosts the CYFI Awards. The Awards recognizes the successes attained by individuals, organizations, and national agencies working in diverse capacities to achieve excellence in the aspects of Economic Citizenship Education and financial inclusion for children and youth.



Who can participate?

Anyone who is a part of the Child and Youth Finance International Network may be considered for a CYFI Award. If you are a youngster, a school, a university, a bank, a national authority, a member of civil society – if you are an active member of the Child and Youth Finance International Network you are eligible for a CYFI Award!

For enquiries please contact Irene Diaz Soto at irene@childfinance.org



What is the timeline?

Applications open on the 12th January 2015 and close on the 21st March 2015. The CYFI "Global Money Week" Award is internally nominated and not open for external applications – however, you may 'apply' by participating in Global Money Week itself.



What are the categories?

GENERAL AWARDS:

- **CYFI Civil Society Leadership Award**
 - > Open for applications > 1 global winner
- **CYFI Financial Services Pioneer Award**
 - > Open for applications > 1 global winner
- **CYFI Country Award**
 - > Internally nominated > 5 regional winners
- **CYFI "Global Money Week" Award**
 - > Internally nominated > 5 regional finalists
 - > 1 global winner

YOUTH AWARDS:

- **Entrepreneurship Award**
 - > Open for applications > 5 regional finalists
 - > 1 global winner
- **Financial inclusion/Innovation Award**
 - > Open for applications > 5 regional finalists
 - > 1 global winner
- **Financial education/Awareness Award**
 - > Open for applications > 5 regional finalists
 - > 1 global winner



CYFI "Global Money Week" Award

The CYFI "Global Money Week" Award is awarded to the country that is exemplary in their Global Money Week activities – at the national level. The Award takes into account the number of children and youth, and the extent of the depth of reach which they country took to ensure that the messaging of Global Money Week was understood.

Countries that meet the following criteria are considered for this award,

- Shown exceptional diversity, efficiency and innovation in their GMW activities
- Reached out to and engaged a remarkable number of children and youth
- Demonstrated substantial efforts in engaging and collaborating with local stakeholders from multiple sectors, with special attention given to their engagement with civil society
- Established a sustainable approach towards the implementation of the GMW activities



Where to read about previous GMW winners?

Inspiring stories of previous GMW award finalists can be read in 'Summit Report 2013: The Second Child and Youth Finance International Summit and Awards Ceremony' and 'Annual Meeting Report 2014: A Chance for Change: Child and Youth Finance and the Post-2015 Agenda.' The link to these reports can be found here: www.childfinanceinternational.org/movement/publications



How are the finalists selected? *Criteria*

Finalists are selected according to the following general criteria:

- **Excellence:** Nominees must be of outstanding character and reputation.
- **Accountability:** Nominees must demonstrate good governance and transparent financial and ethical management.
- **Creativity:** Nominees must show creative use of resources to deliver innovative and flexible programs.
- **Partnership:** Nominees must be able to demonstrate that integral to their activities is the spirit of effective collaboration and partnership.
- **Sustainability:** Nominees must show how their work will continue to impact young people in the long term.
- **Track record:** Nominees' organization/event must be established in the community.
- **Impact:** Nominees must address needs and achieve desired outcomes.
- **Outreach:** Nominees must be able to demonstrate current and future outreach numbers of initiatives.
- **Cost-effectiveness:** Nominees must show that they make their funds go a long way.



Where to get more information about it?

www.globalmoneyweek.org
www.childfinanceinternational.org
www.cyfiyouth.org



For enquiries about GMW Awards please contact Irene Diaz Soto at irene@childfinance.org



How to Plan Your Event in 6 steps?



Including children and youth in the planning process is a great way to get them involved in Global Money Week. Below is a guide to help plan events within your community.



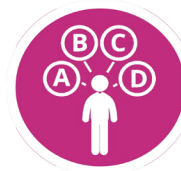
Step 1 Create a Planning Team

*3 months before the event
Early January 2015*

Establishing a team of dedicated children and educators will help the event run smoothly. Any team, no matter the scope or size, can be part of the greater Global Money Week effort.

Form a team! Some potential positions include:

- **Event Leader** – Arranges meetings and guides team in decisions.
- **Volunteer Coordinator** – Involves other children in activities, and communicates with educators and parents for supervision and advice.
- **Activity Coordinator** – Manages the details and logistics of the event itself, and considers issues such as transportation and back-up plan.
- **Outreach Coordinator** – Promotes the event by engaging social media and the press. See page 15 for more details.
- **Event Historian** – Collects media such as photos, videos, interviews, and stories during both preparation and the event, and reports back to CYFI to share this media with others.



Step 2 Choose an Event

*3 months before the event
Early January 2015*

It is a good idea to **start brainstorming** about what type of activities and events you want to celebrate Global Money Week with. Use the list of activities presented in this toolkit as inspiration, but most of all - have fun with it! This is also a great opportunity to involve children and youth into the planning to get their ideas on what they would like to do during the celebrations.

Having children and youth consider the following questions can also help brainstorming:

- What do I save for?
- When can money have positive or negative repercussions?
- How can banks be more child and youth friendly?
- What recommendations do we have for the world's decision makers?



Step 3 Plan the Event

*10 weeks before the event
Mid-January 2015*

Have children consider the logistics of the event, including venue, equipment, transportation, and budget. Discuss ways to save money and involve potential partners.

When choosing the date of your event, look for possibilities to coordinate with youth groups and other individuals.

For support in contacting financial institutions or hosting successful web conferences, consult the relevant sections of this toolkit.



Step 4 Promote Event

*Ongoing 8 weeks before the event
Late January to event*

Market your event to reach a broad audience using any means at your disposal.

The use of posters and flyers, as well as social networking tools such as Facebook, Twitter, and YouTube will help to publicize both your activities and Global Money Week 2014.



Entrepreneurial Fundraising for Trips

Fundraising events can be hosted to finance trips or other activities in the Global Money Week celebrations, as well as charity. Children and youth can leverage their entrepreneurship skills to accomplish this, from running their own lemonade stands, selling homemade jewelry or baked goods. When starting their own small businesses, children should consider factors such as starting capital, inventory, payback plans, and operating expenses.





Step 5 Hosting the Event

Global Money Week
10th - 17th March 2014

Ensuring that the tasks of logistics, outreach, volunteer coordination and documentation are successfully accomplished guarantees a fun, educational, and ultimately successful event.



Step 6 Sharing Your Experience

During Global Money Week and after events
10th - 17th March 2014

Having children and youth reflect on their experiences is a good way to consolidate their learning. Encourage them to think about the financial processes they observe and experience themselves.

The Event Historian's role is to collect and share media with CYFI and others. Remember, the Global Money Week photo or message with the most likes and shares on Facebook or re-tweets on Twitter may be featured on the CYFI website.

Web conferences may also be held after the formal events of the week to allow children to compare and share their Global Money Week experiences.



How to promote your Global Money Week

When publicizing your Global Money Week 2015 events, it is vital to maximize the event's visibility by promoting it to your target audience effectively. Always remember to keep your target audience in mind. If wide-reaching exposure is your goal, consider a large campaign to spread the word. If you want to focus on reaching a specific population such as a youth audience or community leaders, narrow your outreach efforts to businesses, online networks, websites, and locations that are popular with these specific groups. While traditional methods such as media outreach and advertising are popular promotional strategies, you can also spread the word inexpensively by promoting through local and online resources described below.

CYFI's channels



Global Money Week Website

On the Global Money Week website the CYFI Secretariat will set up a dedicated page for all participating countries which we will update with pictures, stories, and news about your country's celebrations. Please keep us informed about your activities as we'd love to publicize them for you. You can submit reports, photographs, videos, interviews etc. through the Global Money Week website.

In the weeks leading up to Global Money Week, we will be posting announcements, event invitations etc. on the CYFI and the Global Money Week websites:

www.childfinanceinternational.org
www.globalmoneyweek.org

Join CYFI's Social Media Conversations

You are welcome to join the CYFI Secretariat and the Network in spreading awareness through social media channels.



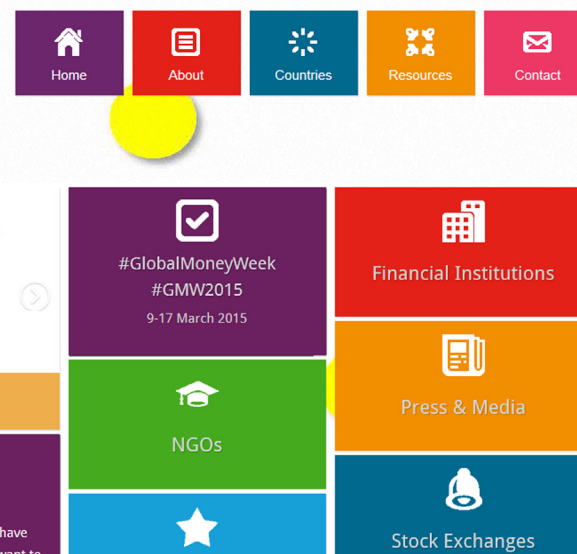
Facebook

Like the ChildFinance page on Facebook to stay informed and share relevant developments. Use the hashtag **#GMW2015** or **#GlobalMoneyWeek**



Twitter

Follow us on Twitter **@GlobalMoneyWeek** and **@ChildFinance**. Use the hashtag **#GMW2015** or **#GlobalMoneyWeek**



YouTube

Watch, comment on, and share our YouTube videos to learn more about CYFI and get inspired.



Email Us

You can also email content (such as articles, comments, or photos) and share questions with the CYFI Secretariat at the following email info@childfinance.org These may be featured on our website.

Social Media

Facebook, Twitter, YouTube, and other social networking sites can reach a large audience quickly, at minimal or no cost. If your group or organization has accounts with these sites, then it's likely that you are already using them to promote your work. If your group or organization doesn't use these sites, this is a great opportunity to begin. You can also ask staff members or volunteers who have accounts to help promote the event through their personal profiles.

The following are some social media strategies and tools you can use to promote your event. See the Sample Social Media Content section in "Working with the Media" for more information and ideas!



Facebook

This popular social network, www.facebook.com, has many options to publicize your event. Once you have created an event page, you can send invitations to your network. To identify and invite other Facebook users that have shared interests you can use the search function and type in keywords such as 'financial literacy,' 'financial education,' or 'young entrepreneurship.' Invitees can also 'Share' the event with others to spread the word throughout their own networks and respond to the page by letting you know if they plan to attend your event. You can update the event information at any time.

You can keep friends, local businesses, and members of the community in the loop about your Global Money Week 2015 event by regularly updating your Facebook profile status with new information and event reminders. Include links to your group or organization's website,

as well as the websites of your sponsors or partners. You can also link to partners' and sponsors' Facebook pages by typing "@" followed by their Facebook name in your posts. Link to your own Facebook event page in your posts, as well as your group's or organization's your Twitter and YouTube pages.



Twitter

This microblogging site, www.twitter.com, allows for short updates and information called "Tweets". Since you can only type 140 characters in each post, focus on a call to action and a positive message, or highlight the most important information and updates about your event. Link to your organization or group's website to provide followers with more information.

You can also highlight a key phrase (like your event's name) at the end of your Tweets preceding it by a hashtag (written as "#"). Global Money Week 2015 hashtags make it easy for Twitter users to search for information and updates about your upcoming event. When you use the hashtags #GlobalMoneyWeek and #GMW2015 you will share information about your event with users interested in the celebration.



YouTube

This video site, www.youtube.com, allows you to publish a single video or to create an entire YouTube channel in order to include promotional commercials, testimonials about your group or organization, or highlights of your event footage for Global Money Week 2015. Whether your video is promotional, informative or educational, it should include information about your upcoming event and make others aware of financial inclusion importance. To promote your video, include

a link to the YouTube video or YouTube channel in your Facebook posts and Tweets, and embed your videos in your group's or organization's website.



Outreach to Bloggers

Bloggers in your community can be very influential, especially if they have a large or devoted local following. Contact a community blogger who writes about community news or events, and see if he/she would be willing to blog about your Global Money Week 2015 efforts. Be sure to supply clear and compelling information so that the blogger can write an accurate summary of your group or organization's efforts in the community and upcoming event.



How to publicize your event locally?

Hosting a Global Money Week 2015 event can get your community involved in the promotion of financial awareness and financial education. By spreading the word locally, you will ensure that your community members are aware of your group or organization's efforts. Below are some free and low-cost ways to publicize your event within the community and the surrounding area.

NOTE – If you team up with local businesses, organizations, or community members to publicize your event, be sure to provide them with an ample amount of flyers, information to post on their website or e-newsletter, and a contact number for someone they can turn to if they need more flyers or additional information about your event.



Local Businesses

In many communities, there are popular places where community members spend time and share information. You can ask frequented and trusted local businesses to post flyers in their window or announcement board or leave a stack of cards at the check-out counter. If they have a way to reach their customers online, ask them if they would be willing to share information about your event there.



Schools and Community Centers

Schools and community centers can provide ways to spread the word about your event to children and youth. Make sure to contact the principal of the school or director of the community center to get approval to publicize your event and to find out if there are regulations on what materials you can post and where. You may also want to ask if there is an

upcoming assembly or gathering where you can make an announcement about your Global Money Week 2015 event.



Places of Worship

Faith-based organizations and places of worship can offer another way to promote your event. You may be able to share flyers or include information about your event in a weekly bulletin or in a congregation's e-newsletter. You also may want to reach out specifically to youth groups within the organization. Please ensure that you first talk to leadership within the organization or place of worship in order to obtain their approval to publicize your event.



Youth Community Organizations

You can also consider connecting with youth community organizations to increase your event's visibility. These organizations often have a strong local presence and large membership rosters, providing a powerful voice in the community.



Community Event Calendars

Print and online community events calendars are a great resource for free event promotion. Contact your local newspaper to see if they have a community events calendar and request that your event be included in the listings. Since you are often given a limited space to describe your event, list the most important details (what, where, when, and why) and provide readers with a website or phone number that they can turn to for more information.



Word-of-Mouth

Never doubt the power of 'word-of-mouth' in gaining your community's attention!

Working with the Media

Through media coverage of your event, your group or organization has an opportunity to promote the important work that you are doing in your community, expand the reach of your message, and spread the word about Global Money Week 2015. The following are helpful tips for telling your story to the local media, along with customizable templates and sample materials you can use to help craft your messages and get the word out.



Identify the Story You Want to Tell

Effective media coverage is one way to put a "face" or a personal touch on the prevention work that you and others do. Before you begin developing media outreach materials, consider your goals in obtaining media coverage. You may want to receive coverage that focuses primarily on your Global Money Week 2015 event, ties into larger initiatives such as financial education, or brings more attention to the work that your group or organization does year-round. By defining your priorities, you will know what to include in all of your outreach materials.



Communicate Your Message Effectively

While working with the media, be prepared to tell your story and respond to questions. All media outreach materials should be concise and persuasive. Focus on the where, when, and why of your event, as you will have time to share other important information with reporters during a follow-up call, interviews, and when they attend your event.

Creating a set of core messages and incorporating them into your media outreach materials is another great way to communicate your story. Consider creating two or three short messages that highlight the purpose of your

event, your organization's mission, about Global Money Week, about the Child and Youth Finance Movement and a call to action. It's also helpful to create a list of important details to include in all materials — event date, time, location, partners, sponsors, and other pertinent information. Pairing a list of details with your key messages ensures that essential information is included consistently and accurately.



Create a Media List and Contact the Media

Promoting and publicizing your event may organically generate media interest, but the best way to receive coverage is to contact media outlets and reporters directly to let them know about your Global Money Week 2015 activities. It's also important to be strategic and create a media list that targets those most likely to cover your event.

Your media list should include the following outlets:

- City-wide daily print newspapers
- Community print newspapers (weekly or monthly distribution)
- Local online-only newspapers
- Local TV news stations
- Local radio stations
- Community blogs and bloggers
- Community print or online newsletters
- Community or neighborhood online forums

Send your carefully tailored outreach materials via e-mail to the reporters that are most likely to cover your event. Most print and online newspapers provide reporters' e-mail addresses in their bylines or at the end of articles. If their e-mail addresses aren't listed, or you are trying to reach TV or radio reporters, search the outlets' websites under 'Staff,' 'Contact Us' or 'Directory' links.



Create Media Outreach Materials

Different types of outreach materials are used for different media outlets in different situations. Below are explanations and templates that may help you create your own outreach communications. Make sure your materials contain essential event details; incorporate your key messages; include information about Global Money Week 2015 and provide contact information and/or additional resources so reporters can follow-up on the story. Consider using a mix of these outreach methods to grab the media's attention.



Pitch Points or the "Elevator Pitch"

Pitch points, sometimes called an "elevator pitch" are the three or four most compelling points you can share that will make someone want to learn more. Everyone in your group or organization should be familiar with your "elevator pitch" and able to explain your goals and mission, as well as the key facts and rationale behind your Global Money Week 2015 event. The "elevator pitch" is also a way to share the most important information about your group or organization to potential partners.



Social Media Content

Facebook, Twitter, YouTube, and other social networking sites can help you reach your audience quickly, even with limited resources. Through your group's or organization's accounts, or your own account, you can help to spread information about your event and Global Money Week 2015. Be sure to update your Facebook and Twitter statuses regularly, and remember to cross-promote all of your social media content.



Not sure what to post? Here are some examples of messages you could share:

Global Money Week is important because ...
[#GlobalMoneyWeek](#) [#GMW2015](#)

I save because ... [#GlobalMoneyWeek](#) [#GMW2015](#)

3 million children, 118 countries, and 490 organizations took part last year. Come on and join the 2015 celebrations [#GlobalMoneyWeek](#)



Live-Read Radio Scripts

Radio stations often announce live-read radio scripts in conjunction with upcoming community events or campaigns that are read on-air. When submitting a live-read radio script, include a cover letter with your contact information that explains the importance of your event, provides key information and event details, and includes an overview of Global Money Week 2015. Be sure to contact the stations two to three months before your event to make sure they can fit your live-read scripts into their schedule.



Op-ed

An op-ed is an excellent way to educate readers about an issue, and can be featured in traditional print media like your local newspaper, as well as in online publications. Send your op-ed to the local publication that best fits with the message you are trying to convey and ultimately provides maximum readership.

Carefully time the submission of your op-ed to allow it to be published approximately three to four weeks before your Global Money Week 2015 event. If you have questions about timing, format or length requirements, contact the Opinion page editor approximately two to three months before you hope to have your op-ed published. Send a follow-up e-mail to the editor one week after you've submitted your op-ed.



Media Alert

Think of a media alert as an invitation to your Global Money Week 2015 event. It should be straight-forward and brief and include the basic details of the event. A media alert notifies reporters about your event and may serve as a reminder if they have heard about it through your promotion efforts. Send a media alert out two to three weeks before your event as a notice to reporters that your event is coming up!



Press Release

A press release covers basic information about your event and introduces a reporter or editor to your group or organization. You should mention where, when, and why of your event, in the first two sentences and place minor details at the end. This type of outreach should be informative and interesting, making the reporter want to learn more about your event. We have an example press release for you in our Global Money Week 2015 Print Pack, which you may download at www.globalmoneyweek.com



Media Kit

A media kit is designed and packaged for journalists who may attend your event and want background information on your group or organization, Global Money Week 2015 or the event itself. Include in your media kit all media materials you prepared (including the press release and/or media alert), brochures and fact sheets, your group or organization's annual report, photos, and contact information. These documents should be neatly placed into a folder and can be sent to the media before your event or handed out during the event. If reporters are on a tight deadline or are unable to conduct a full interview during your event, a media kit is the best way to share a large amount of information with them quickly. You can also send your media kit to reporters who responded to your outreach efforts but are unable to attend your event.

Global Money Week Promotional Materials

Promotional materials allow your group or organization to publicize Global Money Week 2015 and your event in a visual way. You can create materials to share with your partners, distribute throughout your community, and post online. Your group or organization can also design unique materials that suit your community and event!

Global Money Week 2015 Awareness and Promotional Messages

Consider incorporating Global Money Week's messaging into your promotional materials. The following are examples of messages your group or organization can use or modify for posters, flyers, handouts, or other materials.

Global Money Week 2015: How are you stopping poverty? It is up to each one of us to break the cycle of poverty. Ensure children and youth are brought up in a savings culture. Spread the word that children and youth need financial education, access to a savings account and that they should be empowered to earn money so that they can grow their own savings.

Global Money Week 2015: How are you stopping crippling student-loan debt? Ensure children and youth are brought up in a savings culture. Spread the word that children and youth need financial education, access to a savings account and that they should be empowered to earn money so that they can grow their own savings.

Global Money Week 2015: Most adults who are financially stable started saving from a young age. They learned the value of putting aside many small immediate



gratifications now so that they may live a happy and secure life in the future. If you are one of these adults, teach a kid about the importance of saving today in celebration of Global Money Week 2015!

Global Money Week 2015: How are you stopping the next financial crisis? Today's children and youth are the leaders of tomorrow's financial institutions. By receiving Economic Citizenship Education from a young age we can help the next generation of leaders become responsible Economic Citizens. An Economic Citizen knows the ethical value of money. Bank on the young now – so that they may lead you and your bank to security in the future.

Global Money Week 2015: An Economic Citizen is aware of her financial roles and responsibilities, she is responsible in her spending habits and she has the knowledge and determination to earn the money that she needs to support herself – either through employment or entrepreneurship. An Economic Citizen has her own savings account. You can begin on your path to becoming an Economic Citizen today.

The Print Pack: Printable Promotional Resources

The **Print Pack** is an additional document to this Toolkit, it will help you manage the promotional process of your Global Money Week 2015 event. The Print Pack consists of printable promotional resources as well as letter templates designed to be tailored to the information about your group or organization and event. They will spare you time in order to focus more on the content than the format.



How to access the Print Pack?

The **Print Pack** may be found online at www.globalmoneyweek.org



What is in the Print Pack?

1) Example press release for reaching out to the media

Contact with local media is one of the best ways to promote your event and spread awareness within your local community about Global Money Week 2015.

A press release should include information about your event, and as well as basic information about Global Money Week, and your organization. In addition to contacting the press, try reaching out to other media outlets such as broadcast media and local newspapers. This template press release should be adapted to fit your own Global Money Week activities. Remember to specify the exact dates, locations, and numbers of children reached, and please share it with us at the CYFI Secretariat as well.

2) Example letter for contacting financial institutions

Visiting banks, stock exchanges, and other financial institutions is an excellent way for children to learn how these institutions operate. You may send a template letter to request a visit or an educational talk.

3) Checklist for Global Money Week

This checklist is to help you keep track of the deadlines so you can be sure to enjoy your successful Global Money Week 2015 celebrations!

4) Certificate of Participation

This is a template certificate for you to hand out to your event's participants to thank them for taking part in your Global Money Week activities.

5) Pledge Sheet

Using multiple sheets can get as many people as possible sharing their commitment to the goals of Global Money Week.

6) Printable Speech Bubbles: "I save because..." and "The best thing about Global Money Week is..."

This is a printable template for you to print out and to give to children, youth, your colleagues, your next-door neighbors, strangers on the street, yourself (the list goes on!) to fill in with a marker and to pose for a photograph. If you are working with a large group you may want to laminate a couple of speech bubbles to be filled out with dry erase makers for multiple uses.

7) Global Money Week 2014 Bank Investigator Survey Form

Bring this form on trips to any financial institutions. Remember, that we ask you to visit different banks so that we can get valuable information about which bank offers the best services for children and youth.

8) Feedback Form

Any feedback you give us would be much appreciated and can be used to make future Global Money Weeks even bigger and better.

What has happened previously?

Since Global Money Week's inception in 2013, the size and strength of this international children and youth financial awareness week has increased dramatically. In 2013, 1 million children and youth, from 80 countries participated in over 1000 activities, organized by 403 organizations. In 2014, this number rocketed to 3 million children, 118 countries, over 2000 activities and 490 organizations! This phenomenal growth is testament to the universal importance of the values of the Child and Youth Finance Movement!

Global Money Week is a time when organizations across all sectors, in all countries, can work together to create financial and livelihoods education and financial inclusion awareness amongst children and youth. In the previous editions this was the first time that many of these

organizations have worked together, creating ground-breaking and innovative multi-sectorial activities. Many of them have now committed to collaborate in building permanent national platforms to increase financial education and financial inclusion for children and youth.

Join us in celebrating Global Money Week and join the world in raising financially literate and responsible Economic Citizens.



Where to learn more about previous GMWs?

CYFI has published two reports **GMW Report 2013** and **GMW Report 2014**. You can find these reports here: www.globalmoneyweek.org or www.childfinanceinternational.org/movement/publications

Where can you download GMW logos?



You can download colourful GMW logos from www.globalmoneyweek.org You can use these logos in documents, publications and other promotional materials, such as on t-shirts, caps, scarves, umbrellas, pens, pencils, notepads, etc.



Don't Forget To Take FUN Photos With GMW Logos






About the Child and Youth Finance International Secretariat

The Child and Youth Finance International (CYFI)


The Child and Youth Finance International (CYFI) Secretariat supports and connects the Movement's partners. The Secretariat comprises of 4 departments, namely Global Platforms, Global Engagement and Evaluation, Global Outreach, and Innovations, within which our talented, international team of advisors and coordinators work to strengthen and grow the CYF Movement.

 Stay connected with us:
Monthly newsletter:
Sign up at www.childfinanceinternational.org

 www.childfinanceinternational.org

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 **Read our publications:**
www.childfinanceinternational.org/movement/publications

Child and Youth Finance International

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CYFI Youth

CYFI Youth is a platform initiated by the CYFI Secretariat for children and youth to take action in reshaping the future of finance. It allows for youngsters to stay informed about the latest CYFI Network activities going on around the globe so they can remain active and involved in the Movement. CYFI Youth also serves as a bridge between young people and adults as children and youth are encouraged to utilize this platform to share their experiences and voice their opinions.

Connect with CYFI Youth and visit:

 www.cyfiyouth.org

 **CYFIYouth**

 **@CYFIYouth**

Banking the Next Generation

Banking the Next Generation is your everyday update on news, best practices, and innovations from the field of financial inclusion for children and youth. It also highlights relevant events and relevant resources. Interested to contribute or to be featured? Please email ignacio@childfinance.org

Stay connected on:

 **BankingTheNextGeneration**

 **@BTNGeneration**

Ye!

The Ye! online platform is targeted at young entrepreneurs between 16 and 30 years old. Ye! connects young entrepreneurs around the world and links them to various tools, resources and opportunities to support the growth of their ventures. The Ye! platform provides young entrepreneurs with business knowledge, an online community and social network, a coaching program and links to funding opportunities.

For more information visit:

 www.yecomunity.com

 **@ye_community**



“I couldn’t believe we were talking to children in a different country who were doing the same things we were doing here! Even though I didn’t understand some of their words, I realized that they were learning about saving and money and that kind of stuff just like us here. I liked that we looked like we were on a TV show.”

6th grade student in El Salvador, referring to the videoconference with children and youth from Peru and The Netherlands, 2013

“The visit to banks was really appreciated by headmasters in schools, and professional training centers. It widened the vision of young people about employment opportunities in banks. Children were amazed to discover video cameras in banks and get opportunities to talk to bank managers and other staff members. Some of them entered a bank for the first time, opened a bank account and got to save for their personal savings account.”

Spotlight from Togo, 2013

“The students were so pleased with the presentations that they asked the relevant institutions to make monthly presentations on more topics on financial literacy.”

Activity organizers in Albania, 2013

“These activities are useful for us because we get the opportunity to meet practitioners from different fields, individuals who represent models for us.”

School-aged child from Romania, 2013

Child and Youth Finance International

PO Box 16524 • 1001 RA Amsterdam
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Child and Youth Finance International (CYFI) lead the world's most extensive child and youth finance Network, that together makes up the Child and Youth Finance Movement. We connect Ministries and Governments, CEOs, heads of NGOs, financial institutions and children. By aligning and coordinating efforts of organizations all over the world the Movement is able to share resources, model best practices and empower each other to reach the target of the Movement: Reaching 100 million children in 100 countries by 2015 with financial inclusion and financial education to make sure that every child and youth have access to a basic savings account and the financial knowledge and skills needed to operate this account. By doing this we aim to give the adults of tomorrow the tools to lead lives free from poverty and financial instability.

www.childfinanceinternational.org

To read our publications, please visit:
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www.cyfiyouth.org
www.facebook.com/CYFIYouth
www.twitter.com/CYFIYouth

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www.yecomunity.com
www.twitter.com/ye_community



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