

# GLOBAL MONEY WEEK TOOLKIT 2017

## CORPORATE COMPANIES

GMW2017's theme: 'Learn.Save.Earn.'

27 March - 2 April 2017



✓ [www.globalmoneyweek.org](http://www.globalmoneyweek.org)



#GMW2017 #GlobalMoneyWeek #LearnSaveEarn

**GMW 2017 Toolkit series** are guidebooks to help you plan your Global Money Week (GMW) events and activities in your country. This provides an overview of the Week, and how to ensure that children and youth in your community participate and learn more about finance and entrepreneurship! The complete series of Toolkits has been prepared for: • Government institutions • Corporate companies • SMEs & entrepreneurs • Financial institutions • Universities, students & alumni • Teachers & schools • Parents & guardians • Money museums • Civil society • Youth | GMW Toolkits are available for download here: ✓ [www.globalmoneyweek.org](http://www.globalmoneyweek.org) 'Resources' section

# JOIN GLOBAL MONEY WEEK AND SPONSOR US





Read more: [www.globalmoneyweek.org](http://www.globalmoneyweek.org) 'About' section

Theme: 'Learn.Save.Earn.'  
27 March - 2 April 2017

**Global Money Week (GMW)** is an annual global celebration, initiated by Child & Youth Finance International (CYFI), with local and regional events and activities aimed at inspiring children and youth to learn about money, saving, creating livelihoods, gaining employment and becoming an entrepreneur.

**Where?** **Everywhere.** GMW is an international week – with many events, activities, projects, launches and competitions taking place in over 130 countries.

**Who?** **Anybody. Anywhere. Anytime** - can get involved in GMW. Whether you are a student, employee, parent or guardian. Whether you are from an educational institution, financial authority, NGO, government institution, company, or community organization.

**Connect with GMW** [www.globalmoneyweek.org](http://www.globalmoneyweek.org)    

## GMW2017'S THEME

### 'Learn.Save.Earn.'

#### Learn

Educating children and young people about their social and economic rights and responsibilities is key to creating a generation of capable adults who can make wise decisions for their future.

#### Save

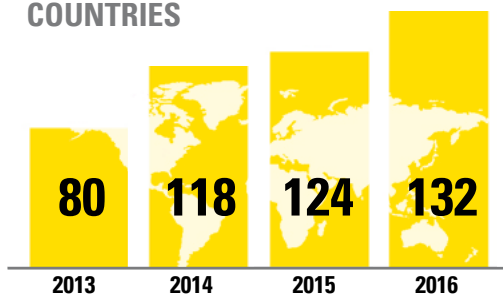
It is important for children and youth to build clever savings habits from an early age in order to cultivate key money-managing skills for later in life.

#### Earn

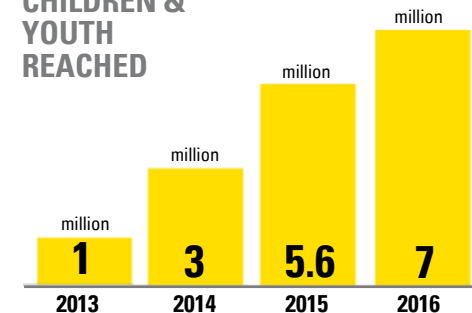
Developing livelihoods skills or receiving entrepreneurial training supports children and young people with getting a job or building their own business and developing their careers.

## GMW GROWTH

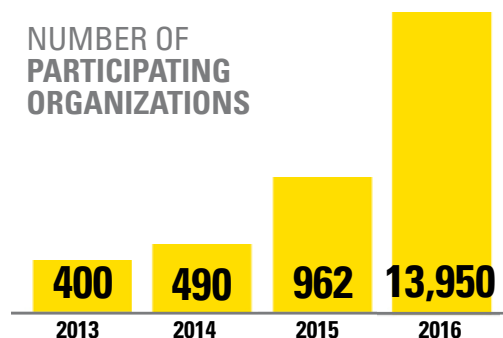
### NUMBER OF PARTICIPATING COUNTRIES



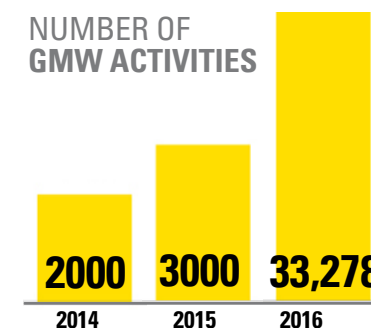
### NUMBER OF CHILDREN & YOUTH REACHED



### NUMBER OF PARTICIPATING ORGANIZATIONS



### NUMBER OF GMW ACTIVITIES



\*GMW 2012 outreach: 33 000 children and youth in 21 countries (Child Finance Day/Week)

### HOW TO SIGN UP?

There is no participation fee or registration needed. Simply, get in touch with our CYFI Team. We will provide support and resources, or can connect you with events going on in your country!

Fill in the Global Money Week contact form here: [www.globalmoneyweek.org/about/contact.html](http://www.globalmoneyweek.org/about/contact.html)

Or, should you have questions, please contact us:

**Child & Youth Finance International (CYFI)** | PO Box 16524, 1001 RA Amsterdam, the Netherlands  
E [info@childfinance.org](mailto:info@childfinance.org) | T +31 (0)205203900 | [www.childfinanceinternational.org](http://www.childfinanceinternational.org)

# SPONSOR OUR GLOBAL ACTIVITIES

Read more: [www.globalmoneyweek.org](http://www.globalmoneyweek.org) 'Events' section



In addition to events in your community and country, you can get involved in our global activities, in the run up to, during, and after GMW2017!

## PREP TALKS

Prior to GMW we hold Prep Talks (online webinars via WebEx) to help you get ready for your GMW activities. The Prep Talks will take place in Fall/Autumn 2016 to help you get your GMW up and running. Prep Talks also give you a chance to connect with the CYFI Team, ask questions, and share useful resources and documents.

## GMW SELFIE CHALLENGE

GMW time is always Selfie Time! Last year's Challenge was a huge success, with many youth from around the world submitting their great GMW selfies in the spirit of financial awareness! Get involved in this year's social media challenge and show us how you are celebrating the week!

Link the following hastags with your photo:  
#GMW2017 #GMWSelfie #GlobalMoneyWeek

## GMW MONEY BOX CHALLENGE

Piggy banks and money banks have been around for thousands of years, helping young people to save in many different shapes and sizes! Do you save? What does your money box look like? Join us in the social media My Money Box Challenge and share how you save with other young people across the world!

## GMW VIDEO CHALLENGE

Calling all filmmakers and budding videographers! GMW Video Challenge gives the chance for you to share the activities taking place in your school, community and workplace with the world – whether it's a music video, vlog, interview, or your own creative idea. Lights, camera, action!

## STOCK EXCHANGES RING AROUND THE WORLD

As part of the GMW tradition, Stock Exchanges around the world will launch the GMW celebrations by inviting children and youth to ring their stock exchange bell! Ring Around the World kick-starts the global celebrations for the Week of financial education, inclusion, and livelihood awareness.

44 Stock Exchanges celebrated and took part in last year's GMW, and we are planning for the bell to ring louder than ever during 2017!

## VISITS TO MONEY MUSEUMS

Visits to money museums offer young people a great opportunity to draw on the past – learn about the history of money – to understand the importance of saving for their futures. GMW is a brilliant platform to share with others how you engage children and youth in your community to learn about money.

## VISITS TO PARLIAMENTS

A valuable way to educate and engage youth in economic citizenship is to actively involve them in decision-making. Organizing youth visits to government departments (such as the Ministry of Finance or the Ministry of Education) and including them in activities such as participatory budgeting fosters understanding of how policies are made, and the impact these decisions have.

## VISITS TO BUSINESSES

Student visits to business branches or head offices support learning about how different departments work, which kind of jobs employees do and which skills are needed. These visits are a great opportunity for youth to learn lessons about creating livelihoods, such as entrepreneurship tips and what it takes to be a good employer and/or employee.

# SUGGESTIONS FOR YOUR ACTIVITIES

Read more: [www.globalmoneyweek.org](http://www.globalmoneyweek.org) 'Events' section



As a corporate company, besides an important role in the financial education and inclusion of youth, getting involved in GMW provides the chance to connect with the customers and workforce of tomorrow – so join in with GMW2017 and open up your doors to opportunities for children and youth!

## PLAN AN OPEN DAY FOR STUDENTS AT YOUR COMPANY

Student groups can visit your company, its branches or head office to learn about how different departments work, which kind of jobs employees do and, which skills are needed. These visits are a great opportunity for youth to learn lessons about creating livelihoods, such as entrepreneurship tips and what it takes to be a good employer and/or employee.

## VISIT SCHOOLS AND UNIVERSITIES

Organize for representatives from your company to visit schools and universities to hold lectures on the need for business preparation education combining enterprise skills and entrepreneurship. Use your expertise to inform students about job opportunities in your business and what these roles require.



## EXAMPLE CASE STUDY

### Burberry Amsterdam Welcomed Students At Their Store during GMW2016 and GMW2015

During GMW2016 and 2015, the Burberry Amsterdam team welcomed more than 25 students from a local school to their store. The event started off with a quiz about various celebrities' first jobs to inspire young people and show them that every successful career starts from somewhere. Then students were asked to form six groups. Each group had to visit six stops throughout the four floor store. In each stop there was a dedicated member from the Burberry team who enthusiastically introduced their work, told a personal story of their career path and answered all the questions the youngsters had. In every stop students learned about different store sections and functions e.g 1) stockroom inventory management, 2) makeup and beauty overview, 3) menswear with knowledge of textile materials, 4) womenswear with an example of their signature product, 5) visual merchandising, and 6) technology. This engaging and interactive approach by the Burberry Amsterdam team made it very exciting and fun for the students! This store visit opportunity offered youth a valuable and inspiring experience. It gave them an opportunity to learn about a global brand and gain a better understanding of the world of work.



## EXAMPLE CASE STUDY

### Microsoft Cyprus Team Visited the MIC European University in Nicosia during GMW2015

On 16 March, Microsoft Cyprus hosted the first Global Money Week initiative in Cyprus. Held at the MIC European University in Nicosia, 40 students from the American International School Cyprus (AISC) and 40 students from the Grammar School were invited to attend a presentation organized by Microsoft Cyprus on how to become responsible and skilled economic citizens.

Following a welcome by the General Manager of Microsoft Cyprus, speakers from various departments gave inspiring talks introducing their jobs, described their chosen career paths and gave tips on the importance of financial knowledge. Also, Microsoft's Interns from Marketing and Communications and Sales, Marketing and Services Group Departments, gave presentations about their experiences focusing on the Day in the Lives of Interns at Microsoft. The sessions were rounded up by questions from students.

In addition, each student was given special gifts courtesy of Microsoft which included power banks, notebooks, pens and GMW T-shirts. The two schools also received smart phones to give away to their top students.



#### EXAMPLE CASE STUDY

### Tommy Hilfiger's Global Head Office in Amsterdam Welcomed Students during GMW2015

More than 20 students from the Berlage Lyceum visited Tommy Hilfiger's global head office in Amsterdam. Students were given a unique opportunity to learn about entrepreneurship, receive real-life work experience and be inspired to dream big. The event was a collaboration between TommyCares and Child & Youth Finance International. The Director of TommyCares shared insights into his own choices regarding his education and career followed by the story of Tommy Hilfiger's first entrepreneurial venture. Inspiring Dutch celebrity youth entrepreneur, Jip (18), enthusiastically shared how he started his first charity "Jips Goede Doelen" at age 9 followed by his second profitable venture Brandsfit (formerly JM SportsCompany). Students had a chance to interact with the speakers and ask questions.



#### JOB SHADOW ACTIVITY

Organize a Job Shadow Activity and provide students with a mentorship and work experience opportunity - this would showcase the business offices or stores, and help motivate the students to pursue careers in the industry through first-hand experience.

#### PRODUCT MARKETING COMPETITION

Why not lead a Product Marketing Competition, where young people from different schools, universities, and youth organizations can form groups to come up with a creative marketing idea for one of your products. The team that wins could have their marketing idea used for the product, offering an exciting activity for youngsters, and a great promotional opportunity for your company!

#### NETWORKING EVENT FOR YOUNG PROFESSIONALS

Organize a lunch networking event with future entrepreneurs and entrepreneurial leaders in your community - this can offer the opportunity for you to meet emerging innovators and aspiring business-owners, swap ideas, and offer advice.



#### Support us

GMW provides a great opportunity to take part in an established social responsibility program, organized by the CYFI Team and celebrated by millions of people across the world! As part of their support, many companies, businesses, and institutions provide a donation, to ensure GMW can have a lasting impact and continue to promote the financial awareness and inclusion of children and youth!

**"Being able to visit real Entrepreneurs at their business place was unreal, I love Global Money Week."** – Hussein Badr, student at Modern Education School from Egypt, GMW2015

# TIPS FOR PLANNING YOUR GMW EVENT

Read more:  [www.globalmoneyweek.org](http://www.globalmoneyweek.org) 'Media' section

If you would like to plan an event during GMW, this section provides a guide to help plan your activities!

- Step 1 CREATE A PLANNING TEAM
- Step 2 CHOOSE AN EVENT
- Step 3 PLAN THE EVENT
- Step 4 PROMOTE THE EVENT
- Step 5 HOST THE EVENT
- Step 6 SHARE YOUR EXPERIENCE

## TIPS FOR PLANNING YOUR GMW EVENT!


- Don't forget to add GMW to your annual event calendar!
- Contact your affiliated institutions, businesses, sponsors, and schools to inform them about the Week, and get them involved in GMW celebrations.
- Take fun photos and videos with GMW logos and share them with CYFI Team. GMW logos are downloadable here:  [www.globalmoneyweek.org](http://www.globalmoneyweek.org) 'Resources' section
- Get inspired by earlier GMW celebrations, by reading GMW Reports published in 2016, 2015, 2014 and 2013. You can find these reports here:  [www.globalmoneyweek.org](http://www.globalmoneyweek.org) 'Resources' section



## HOW TO WORK WITH THE MEDIA?


Through media coverage you can promote the important work you are doing in your community, expand the reach of your message, and spread the word about GMW2017!


- **Identify the story you want to tell** – before you begin developing media outreach materials, consider your goals in gaining media coverage and define the focus you want to have in your activities.
- **Communicate your message effectively** – be prepared to tell your story and respond to questions. All media outreach materials should be clear, concise and persuasive, with a core set of messages.
- **Create media outreach materials** – different types of materials are used for different media outlets; create a live-read radio script for on-air announcements about your event, prepare a ready-made blog post article, or use the press release included in our press pack as an example of outreach material for printed publications.
- **Create a media list for contact** – contact media outlets and reporters directly to let them know about your GMW activities. Be strategic and pick those who are most likely to cover your event, and send tailored outreach materials by email to these reporters and outlets.
- **Prepare a media kit for journalists** – include all media materials you have prepared as a background to your business, organization or institution, your event, and Global Money Week. Media kits can be handed out before or during your event, or to those who are unable to attend but have responded to media outreach efforts.


 **Tip!** Keep in mind 'pitch points' when creating any outreach materials; the three or four most compelling points to share that will make someone want to learn more about your event, about GMW2017, and about the Child and Youth Finance Movement.


## SUGGESTIONS FOR SOCIAL MEDIA

Social networking sites can reach a large audience with little or no cost – use existing accounts, or ask colleagues, partners and volunteers to promote the event through personal profiles.


 **Facebook:** create an event and send invitations to your network, share information and status updates with others. Use the search facility to find other local GMW events and Facebook users with shared interests.

 **Twitter:** short updates or 'tweets' can be used for positive messages, calls for action, or to highlight key information about your event. Using hashtags (key phrases starting with '#') such as #GMW2017, #GlobalMoneyWeek, and #LearnSaveEarn, makes it easy for Twitter users to search for information about events locally and to connect with the global celebrations.

 **Tip!** Remember to update your Facebook and Twitter statuses regularly, and cross-promote all of your social media content!

 **YouTube:** upload videos to YouTube to promote, inform, and educate about your event – include the link to your YouTube video or channel in Facebook updates and Tweets, and embed videos on your website.

 **Instagram:** take photos or videos at your GMW event and share them on your Instagram account. Use GMW hashtags #GlobalMoneyWeek #GMW2017 #LearnSaveEarn, but you could also add the most popular hashtags to get more exposure to your post, e.g. #instagood #photooftheday #picoftheday #like4like #likeforlike #smile #fun #instadaily #like #amazing #bestoftheday #instamood. Instagram is a great platform to link and share your post across Facebook, Twitter, Tumblr or Flickr.

 **Bloggers:** contact a blogger in your local area who writes about community news or events, and ask them to publicize your GMW activities – be sure to give them clear and compelling information about your event.

# HELPFUL GMW MATERIALS

Read more: [www.globalmoneyweek.org](http://www.globalmoneyweek.org) 'Resources' section

Check out helpful materials that help you either plan your GMW celebrations or help you promote the Week. In this section you will find suggestions for the materials that you might find helpful:

## GMW REPORTS 2016, 2015, 2014 AND 2013

CYFI has published 4 GMW reports in 2016, 2015, 2014 and 2013. These will provide you with an overview of activities and events that took place in different countries around the world. They are full of fantastic ideas of how children, youth and their communities have celebrated GMWs.

## GMW BROCHURE

A two pager that you can use in events prior to the GMW2017 so you can promote the Week and raise awareness about it!

## GMW CLASSROOM MATERIALS

Holding sessions as part of the classroom activity is a beneficial way for students to get a better overview of managing money wisely - budgeting, investing, spending, earning money, and developing entrepreneurial skills.

## GLOBAL MONEY WEEK LOGOS

Don't forget to take fun photos with GMW Logos! Also, you can use these logos in documents, publications, videos and other promotional materials, such as on t-shirts, caps, scarves, umbrellas, pens, pencils, notepads, etc.

## GMW TOOLKITS

Guidebooks that can help you plan your GMW events and celebrations in your community. Toolkits provide an overview of the potential activities you can organize to ensure that children and youth in your country participate and learn more about finance and entrepreneurship!

The complete series of Toolkits has been prepared for:

- Government institutions
- Corporate companies
- SMEs & entrepreneurs
- Financial institutions
- Universities, students & alumni
- Teachers & schools
- Parents & guardians
- Money museums
- Civil society
- Youth

## THE PRINT PACK: PRINTABLE PROMOTIONAL RESOURCES

The **Print Pack** is an additional document to Toolkits, it will help you manage the promotional process of your GMW2017 event. The Print Pack consists of the following:

### 1 Example 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 GMW2017 celebrations!

### 2 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 GMW2017.

A press release should include information about your event, as well as basic information about GMW, 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 GMW activities. Remember to specify the exact dates, locations, and numbers of children reached, and please share it with us at the CYFI Team as well.

### 3 Example letter for contacting other organizations

Visiting parliaments, banks, stock exchanges, and other 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.

### 4 Example 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 Example 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 family and friends, your next-door neighbors, strangers on the street (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.

### 6 Example Evaluation form for children & youth

You can share this form with the children and youth taking part in your GMW activities in your community. It is a great way to ask for a feedback and improve your event for the next year!



# SPONSOR THE CYFI TEAM

## CHILD & YOUTH FINANCE INTERNATIONAL (CYFI)

CYFI is a global system change organization working with partners in 132 countries. We have taken on the challenge of ensuring that everyone works together to reshape financial systems in order to economically and socially empower children and youth worldwide.

Stay connected with us:

✓ [www.childfinanceinternational.org](http://www.childfinanceinternational.org)

f ChildFinance

t @ChildFinance

📖 Read our publications: [www.childfinanceinternational.org/movement/publications](http://www.childfinanceinternational.org/movement/publications)

### Child & Youth Finance International

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## 1 GLOBAL MONEY WEEK (GMW)

GMW is a global celebration, initiated by CYFI, with local and regional events and activities aimed at inspiring children and youth to learn about money, saving, creating livelihoods, gaining employment and becoming an entrepreneur.

✓ [www.globalmoneyweek.org](http://www.globalmoneyweek.org)

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📺 GlobalMoneyWeek 📷 GlobalMoneyWeek

## 2 YE! FOR YOUNG ENTREPRENEURS

Ye! - initiated by CYFI - is an online platform for young entrepreneurs between 16 and 30 years old. Ye! connects young entrepreneurs around the world and provides them with business knowledge, an online community, a coaching program and links to funding opportunities to help them grow their ventures.

✓ [www.yecomunity.com](http://www.yecomunity.com)

f Ye Community t @ye\_community

Interested in what a Ye! Pitching Event is like? Checkout the video here: [www.yecomunity.com/en/funding](http://www.yecomunity.com/en/funding)

## 3 SCHOOLBANK

SchoolBank, initiated by CYFI, aims to create the next generation of economic citizens through quality financial, social and livelihoods education (Economic Citizenship Education) and accessible child & youth friendly banking services. The program uses innovative distribution channels and technology with the goal of financially empowering children and youth in a cost efficient and sustainable way. SchoolBank creates the savers of the future by:

- Teaching children and youth why and how to save and how to generate income
- Enabling children and youth to put their knowledge into practice in the safe environment of their school
- Where possible, offering innovative banking technology to children and youth

Read more: ✓ [www.childfinanceinternational.org/projects/schoolbank](http://www.childfinanceinternational.org/projects/schoolbank)



Initiated by Child & Youth Finance International

