

GLOBAL MONEY WEEK TOOLKIT 2017

GOVERNMENT INSTITUTIONS

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

27 March - 2 April 2017



✓ 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 'Resources' section

JOIN GLOBAL MONEY WEEK





Read more: 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    

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

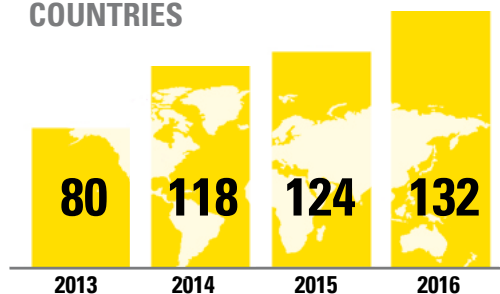
It is important for children and youth to build clever savings habits from an early age in order to cultivate key money-managing skills for later in life.

Earn

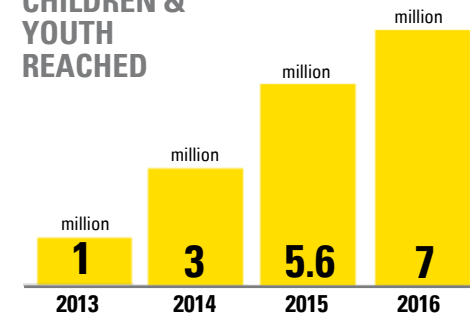
Developing livelihoods skills or receiving entrepreneurial training supports children and young people with getting a job or building their own business and developing their careers.

GMW GROWTH

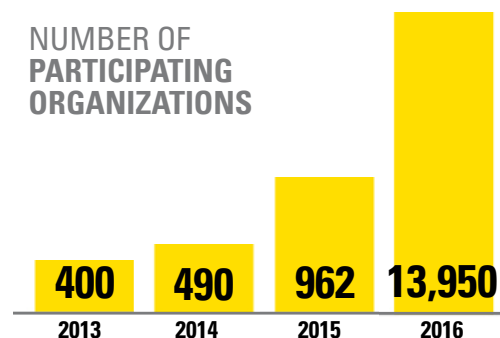
NUMBER OF PARTICIPATING COUNTRIES



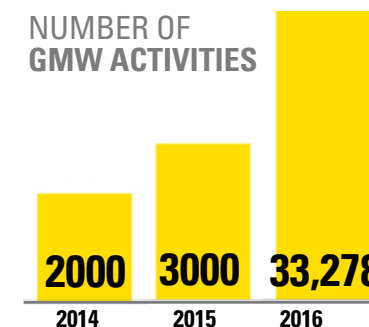
NUMBER OF CHILDREN & YOUTH REACHED



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

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 | T +31 (0)205203900 | www.childfinanceinternational.org

JOIN OUR GLOBAL ACTIVITIES

Read more: 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 'Events' section



Below are 7 sections that will explain:

- 1 what you can do during GMW and how you can involve:
- 2 students and youth
- 3 parents and guardians
- 4 civil society
- 5 teachers and schools
- 6 financial institutions
- 7 businesses

1 WHAT CAN YOU DO DURING GMW?

As a Government or governmental department, there is so much you can do to help to promote financial education and inclusion of children and youth at national level, and in the international community. Here are a few suggestions for interactive events and activities you could plan:

Endorse the Global Money Week Campaign!

Government representatives (like the President, Ministers, or the Governor of the Central bank,) can become the sponsors/ official endorsers of the Global Money Week campaign and launch the campaign with a press conference in the Central Bank/Ministry or a symbolic location in the country.

Organize TV/ Radio shows

Organize TV/Radio shows to engage with the general public throughout the Week – highlight your efforts and help to raise awareness about the importance of financial inclusion!

Organize an Open Day

Organize an Open Day for students and youth groups at the parliament. Young people could visit parliament buildings, or come along to relevant departments - such as the Ministry of Finance, Ministry of Education and The Ministry of Youth Affairs and Sports - to learn more about how they work, as well as why and how policy decisions are made.

Organize round table meetings

Organize round tables with national and international stakeholders involved in financial education programs in your country - assess the efficacy of the programs and improvements which can be made to last year's GMW results. Take the opportunity to raise awareness about the work done by your working group, under your organization's leadership.

Hold a public meeting or formal debate

Engage with policy-makers and youth - hold a public meeting or formal debate to raise awareness about child and youth finance issues. Plan a time for the forum, where young people can meet, hear from, and share ideas with leaders and policy-makers in their area.

Visit schools

Plan organized visits to schools - Politicians, Governors of Central banks, and relevant people from the ministerial departments can speak with the students about their career, emphasizing topics such as personal development, responsibility, learning, creativity, teamwork, savings, planning and money.

2 INVOLVE STUDENTS AND YOUTH

Young people are integral to the goals of GMW and the wider aim of the CYF Movement in creating economically literate and empowered citizens – youth are the future, so get students and youth in your country involved to raise awareness about the importance of financial education and economic inclusion.

Launch various national competitions

Launch various national competitions to engage with youth in your country and get them involved in financial topics.

- Organize drawing competitions around creative themes like: 'My dream money', 'My dream bank', 'My money tree with dreams', to capture the artistic talent of youth - then display the posters, banners and pictures at a special GMW2017 exhibition at the local museum, or at one of the parliament buildings.
- Engage with budding writers through essay competitions on topics like: 'Why is it important to save?', 'What are you saving for?', 'Take Part. Save Smart', 'If I were an entrepreneur, which business I would own?', 'My dream job in the future', 'My business idea'. The winning articles can be published throughout the GMW celebrations in local newspapers, youth magazines or on your website.



EXAMPLE CASE STUDY

GMW2016 in Brunei Darussalam

Global Money Week 2016 in Brunei saw the Ministry of Education use a multi-stakeholder approach which engaged governmental bodies, financial institutions and entrepreneurs. The participation of other governmental bodies such as the Ministry of Home Affairs, Autoriti Monetari Brunei Darussalam (AMBD), and the Brunei Association of Banks (BAB) demonstrated the involvement of the government in GMW. In addition to visits to financial institutions and lectures on financial education, the Ministry of Education also launched an employment workshop for students where entrepreneurs shared their experiences of starting a business. Overall 3700 children were reached through the efforts of 122 participating organizations during GMW2016.

3 INVOLVE PARENTS AND GUARDIANS

Parents and guardians are often the decision-makers about activities their children take part in, and the knowledge they receive. Getting parents and guardians involved in your GMW provides a great opportunity in advancing the financial literacy and economic inclusion of youth in your country!

👍 Hold workshops

Raise awareness on the importance of economic citizenships education amongst parents and guardians – if sessions are held by official departments, schools and community groups,

parents may be more willing to promote financial literacy at home and in their community.

👍 Provide parents with materials

Provide parents with resources explaining how they can teach their children financial literacy at home – see our tip box below for examples of key financial words for children and youth.

👉 **Tip!** Financial Words all parents and guardians should teach their children: **Saving(s), Budget, Loan, Debt, Interest, Credit/Credit Card, Taxes, Investment, Stocks, Spending, Earning, Sharing, Borrowing**

4 INVOLVE CIVIL SOCIETY

Civil society organizations often offer access to individuals and communities at a grassroots level. Linking your GMW activities with civil society provides the opportunity to reach a greater audience and ensure inclusion of people from a variety of communities, backgrounds and interests.

👍 Offer a series of lessons or workshops

Through these sessions you will help to empower kids, with practical skills involving money and livelihoods. Examples could be: 'how to open a bank account', 'how to balance a check book', 'starting a business', 'applying for a job', etc. Hold an informative workshop on the financial products banks offer, and what they can mean for young people. Civil society organizations can help to publicize workshops and assist with hosting them in various regions or local areas.

👍 Youth-focused seminars or debates

Contact civil society groups about using their facilities to offer youth-focused seminars or debates about money management, saving, investing or entrepreneurship. Have someone speak about their career, emphasizing topics such as personal development, responsibility, learning, creativity, teamwork, savings, planning and money. Get young people engaged in the discussion about money by holding formal debates that will inspire them to express their opinions about the topic.

👍 Approach well-known people

Civil society organizations often have a public-figure as an ambassador, and they may be willing to get involved in your events or raise awareness on the importance of financial education and inclusion of young people in your country!

SUGGESTIONS FOR YOUR ACTIVITIES

Read more: www.globalmoneyweek.org 'Events' section



5 INVOLVE TEACHERS AND SCHOOLS

Teachers are integral to the education of children – getting them involved in GMW presents a valuable chance to teach youth about financial literacy and money management!

👉 Organize visits to schools

Organize for business representatives to visit schools and universities to hold lectures on money history, money management and/or introduce their roles and responsibilities within the financial system. This way youth can learn more about how these institutions work and ask the questions they are curious about.

👉 What is Economic Citizenship Education?

Economic Citizenship Education (ECE) is a combination of financial, social, and livelihood's education – building the knowledge, skills and competences of youth, for their economic, social and personal well-being. Global Money

Week provides a valuable opportunity for teachers, educational practitioners and others to get involved in advocating for greater economic education for children and youth through the Week's activities, with the aim of fostering the long-term inclusion of financial, social and livelihoods skills and knowledge in their teaching.

The Child & Youth Finance International (CYFI) Team promotes ECE globally, and has developed a framework for linking ECE with access to appropriate financial services for young people to help them become financially capable and empowered economic citizens. We have created GMW Classroom Materials in collaboration with Aflatoun. These programs have been specifically adapted for the two age groups shown below. These files can be used for sessions to develop students' financial literacy and skills, or as part of a wider plan for incorporating financial education in to your teaching lessons.

👉 Who can use these materials?

- 1) Teachers
- 2) Bankers who go to schools and give talks
- 3) Anyone else who is interested

👉 GMW Classroom Materials are made available for two different age groups:

- 1) GMW Classroom Materials for students aged 10 -14
- 2) GMW Classroom Materials for students aged 15 -18

Please note that these classroom materials are suitable for many age groups. Please feel welcome to tailor them to your students' needs or get in touch with us if you would like to have further support from us.

👉 How can you access to these GMW Classroom Materials?

All these materials are downloadable here: www.globalmoneyweek.org/gmw-resources/gmw-classroom-materials.html



6 INVOLVE FINANCIAL INSTITUTIONS

Banks, insurance companies and stock exchanges are vital to the GMW celebrations and broader CYF Movement – our goal is to ensure every young person has access to the formal financial system. It is a great idea to connect with financial institutions in promoting the importance of financial literacy and economic inclusion in your country.

👍 Hold a savings campaign

Hold a savings campaign, where children and youth can visit local branches to open their first savings accounts in an easy, fast and secure manner.

👍 'Ring the bell' at stock exchanges

Organize visits to the national stock for children and youth, to exchange to learn about why they exist and how they operate. They would have the opportunity to ring the opening or closing bell, which signals the beginning or end of the day's trade, in honor of GMW.

👍 Connect with young entrepreneurs

Welcome young entrepreneurs to join a session and pitch their business ideas to representatives from the business world.



7 INVOLVE BUSINESSES

Collaborating with corporate companies, local businesses and entrepreneurs offers the chance to link with well-known companies and successful entrepreneurial role models. Encouraging the involvement of businesses in GMW allows you introduce the future customers and business-people to financial literacy and economic inclusion from an early age

👍 Collaborate with local businesses

Work with local businesses to organize an event to search for the 'Best Youth Entrepreneurship Projects.' Holding a business idea competition for young people can build young people's entrepreneurial spirit - providing a brilliant opportunity to boost creativity and encourage innovative ideas from youth.

👍 Organize discussion panels

Organize discussion panels where young entrepreneurs can exchange ideas and receive feedback on their ideas. Experienced entrepreneurs could chair the panels and give advice to future entrepreneurs in your community or country.

👍 Hold a lunch networking event

Hold a lunch networking event with future entrepreneurs and entrepreneurial leaders in your community - this can offer the opportunity for linking emerging innovators and budding business-owners, where they can swap ideas and offer advice.



👍 **Tip!** Skills and values for good employees that children and youth could learn more about:

- Communications Skills (listening, verbal, written)
- Analytical/Research Skills • Flexibility/Adaptability/
- Managing Multiple Priorities • Interpersonal Abilities
- Leadership/Management Skills • Multicultural Sensitivity/Awareness • Planning/Organizing • Problem-Solving/Reasoning/Creativity • Teamwork • Languages

👍 **Tip!** Connect businesses with entrepreneurs through CYFI initiative:

👍 **Ye! for Young Entrepreneurs** is a global 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.yecommunity.com
- 📘 **Ye Community** 📌 [@ye_community](https://www.instagram.com/ye_community)

Interested in what a Ye! Pitching Event is like? Checkout the video here: www.yecommunity.com/en/funding

TIPS FOR PLANNING YOUR GMW EVENT

Read more:  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 '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 '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 '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!



CONNECT WITH 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

f ChildFinance

t @ChildFinance

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

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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

f GlobalMoneyWeek t @GlobalMoneyWeek

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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

f Ye Community t @ye_community

Interested in what a Ye! Pitching Event is like? Checkout the video here: 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



Initiated by Child & Youth Finance International

