

GLOBAL MONEY WEEK



GLOBAL MONEY WEEK TOOLKIT 2018

12 - 18 March 2018
Money Matters Matter

Initiative of
 **Child & Youth
Finance International**

In partnership with
 **OECD**
BETTER POLICIES FOR BETTER LIVES

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Global Money Week Growth

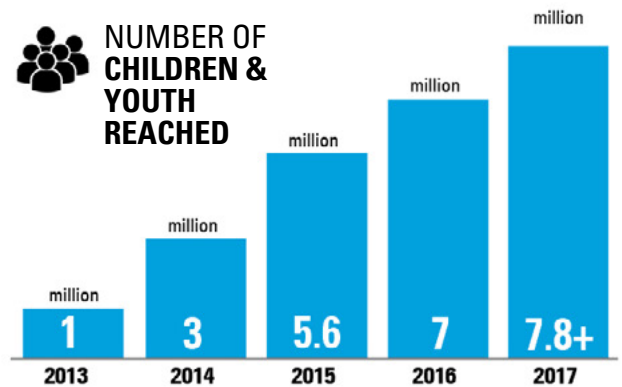
World's largest money awareness campaign



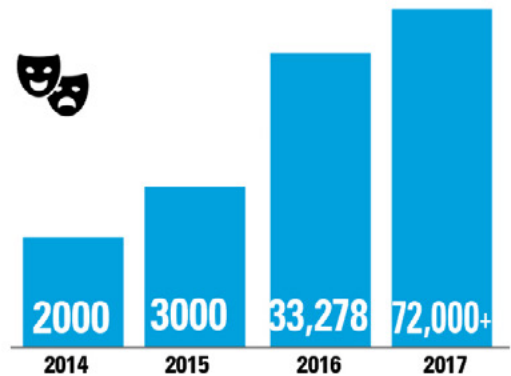
NUMBER OF PARTICIPATING COUNTRIES



NUMBER OF CHILDREN & YOUTH REACHED



NUMBER OF PARTICIPATING ORGANIZATIONS



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

👉 Learn more at 'About' section on www.globalmoneyweek.org

GMW 2018's Theme: 'Money Matters Matter!'

It is more important than ever for children and youth to be economically equipped and empowered to close inequality gaps and build a brighter future!

Money Matters Matter because children and youth need to receive the knowledge and develop skills to make smart financial decisions throughout life.



👉 Learn more at 'About' section on www.globalmoneyweek.org

👉 SAVE THE DATE!

GMW2018 will be the 7th Edition of the Week and will take place:
12 - 18 March 2018



About Global Money Week

Global Money Week (GMW), a CYFI initiative, is an annual money awareness campaign built to inspire children and young people to learn about money matters, livelihoods and entrepreneurship.

GMW started in 2012 as Child Finance Day/ Week and has since touched the lives of 7.8 million children and young people through 23,700 organizations in 137 countries.

Child & Youth Finance International (CYFI)

CYFI works to reshape financial systems in order to economically and socially empower children and youth worldwide. We are a global non-profit organization who works with partners in over 137 countries.

CYFI initiatives include:

- Global Money Week (GMW)
- Ye! for Young Entrepreneurs (Ye!)
- Global Inclusion Awards (GIA)
- SchoolBank

What is the goal?

We believe that today's children and youth should become empowered economic citizens, capable of understanding the importance of saving, and equipped with the skills to be employed and create their own livelihoods. We want young people to learn to manage their money wisely. By empowering children and youth, we can help them create a positive wave that will expand from themselves, to their families and to entire communities.

Why is it important?

GMW is important because children and youth are the next generation of changemakers. They are the business leaders of tomorrow, politicians, parents, teachers. They unlock their potential when they believe in themselves.

Who can participate?

Anybody. Anywhere. Whether you represent a community, company or country. Whether you are an individual, a group or an entire population – we encourage everyone who believes in investing in the next generation to participate.

What happens during GMW?

GMW facilitates different types of events and activities to spark an excitement around learning and economic savvy. For example:

- Guest speakers and panels on financial inclusion of young people
- Financial education games and savings competitions
- Dialogues with policy makers
- Interactive financial education workshops
- Open market events
- Drawing, photo, essay and video contests on 'Money Matters Matter'
- Visits to banks, parliament, stock exchanges, money museums, local businesses and global corporate companies

👉 Learn more at 'About' section on www.globalmoneyweek.org

To find out more or to donate to support CYFI's work of promoting financial education and inclusion to children and youth worldwide, please visit: www.childfinanceinternational.org



Take Part

👉 Make a difference!

By taking part in GMW2018 you will impact the lives of children and youth, their understanding of financial education, livelihoods, employment and entrepreneurial ideas and empower them!

How will the CYFI's Global Money Week Team support you?

PRE-GMW

- All the resources (toolkit, brochure, Print Pack, Prep Pack, Teaching Materials, GMW logos, etc) are available on the GMW website at 'Resources' section on www.globalmoneyweek.org
- List your event on the GMW website so others can find it and get in touch with you. To do this, we need you to fill in GMW Achievements Form 2018 that you can download at 'Resources' section on www.globalmoneyweek.org
- Webinars will be held prior to GMW2018 to learn more about GMW
- Explore ideas and offer advice to help you run a successful event

DURING GMW

- Share GMW events around the world via social media
- Connect you with other GMW participants
- Share event details via GMW calendar, website and newsletter

POST-GMW

- Tell us about your activities and events by filling out the GMW Achievements Form 2018 that you can download at 'Resources' section on www.globalmoneyweek.org
- Share your photos and videos with us! How?

Option 1: If you have a couple of photos then email them to your CYFI contact.

Option 2: If the files are too large, please use www.wetransfer.com to forward your files to your contact at the CYFI Team! Wetransfer.com does not require opening an account. It is fast and great way to transfer big files.

Option 3: Upload your photos to DropBox and share the link with your contact at CYFI. Do not forget to use 'Standard Photo Release Form For Minor Children'

👉 Learn more at 'About' section on www.globalmoneyweek.org

Planning Your Event

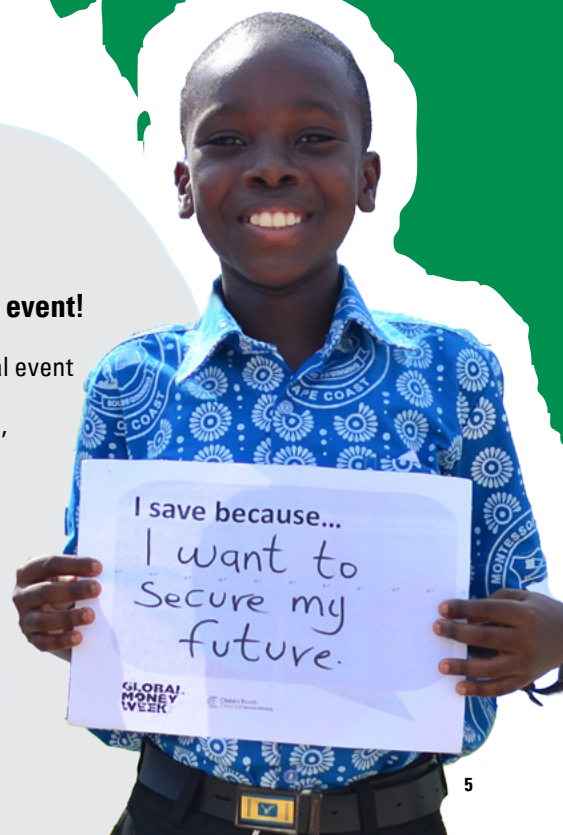
If you would like to organize an event during GMW, this section provides a guide to help plan your activities!

- 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 campaign.
 - Explore ideas for potential events in 'Activities' section
- Get inspired by earlier events by reading GMW Reports published in 2017, 2016, 2015, 2014 and 2013
- Take fun photos and videos with GMW logos and share them with the CYFI Team.

👉 Learn more at 'Resources' section on www.globalmoneyweek.org



Publicity & Media

Through media coverage you can promote your work in your community, expand the reach of your message, and spread the word about GMW2018!

How to work with the media?

- **Identify the story you want to tell**
Before you begin to develop media outreach material, consider your goals in gaining media coverage and define your focus.
- **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 to 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.



👉 The official hashtags of GMW2018 are:

#GMW2018
#GlobalMoneyWeek
#MoneyMattersMatter

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 their personal profiles.



Create a GMW 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.



Take photos or videos at your GMW event and share them on your Instagram account. Use GMW hashtags #GMW2018 #GlobalMoneyWeek #MoneyMattersMatter

👉 Tip! Tag @globalmoneyweek in your posts and photos to get the chance to be featured on our page!



Use tweets for positive messages, calls for action, or to highlight key information about your event. Using hashtags #GMW2018, #GlobalMoneyWeek, and #MoneyMattersMatter, 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!



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

👉 Learn more at 'Media' section on www.globalmoneyweek.org

GMW Branding & Style Guidelines

In this section, you will find applications for the logos, colors, typefaces and design templates that express our brand. It covers all materials produced for GMW, including ideas for GMW promotional materials. You will be able to find information and guidance on the use of the GMW logo.

For GMW, maintaining a consistent, high quality and structured image means that we can build a stronger awareness of the Week amongst members of the public. To make this happen, we need your help!

Essential

These must be used when preparing promotional material.

Global Money Week Logo



Typeface

Font is called Gotham and the style is 'Ultra'

Recommended

We strongly recommend you include the following in your promotional material:

- **GMW web address**
www.globalmoneyweek.org
- **GMW dates**
12 - 18 March 2018
- **GMW hashtags**
#GMW2018
#GlobalMoneyWeek
#MoneyMattersMatter
- **GMW2018's theme tagline**
Money Matters Matter

Logo

The GMW logo should be included in every piece of material produced for the Week.

The logo is available in one primary layout - as a vertical ('stacked') version.

To a reasonable extent, the logo you use is left to your discretion.

Appearance

When placing the GMW logo on the page, please consider the following:

- The logo should always be accompanied by text:

Initiative of Child & Youth Finance International (CYFI)

- GMW logo should wherever possible be used as a heading being large, if not larger, than the event title.
- On the rare occasions where this is not possible:
 - the logo must always be the largest logo on the page;
 - where Global Money Week is not clearly visible in the heading, the logo should be included at the top of the page, with any partners' logos listed at the bottom.
- The logo used should be the highest resolution version available.

Color use

It is intended that the GMW logo be reproduced mainly in two colors variation - core color for text and yellow for coins. However, the coins can be in multiple colors.

To add flexibility the logo comes in 8 other color options.

Limitation to keep in mind:

- The logo should not appear in the same colors as the background. It should stand out.

Usage

Choosing a logo

To a reasonable extent, the logo you use is left to your discretion. We only ask that the logo you select is of high quality and highly visible.

Please feel welcome to use a logo color variation that better matches with your logos and background material.

With other logos

As stated earlier, the GMW logo should always be the most prominent logo when used alongside other logos. Please ensure this is not jeopardised.



Incorrect usage

Consistency of the logo is critical to establishing consistency across the countries participating in GMW.

Please make sure you avoid the following:

- Do not tilt the design
- Do not enlarge or alter the proportion any part of the design
- Do not rearrange the design
- Do not use the design in a low contrast manner

For more details see 'GMW Branding & Style Guidelines 2018' at 'Resources' section on www.globalmoneyweek.org



Logo & logo variations

This is the original Global Money Week logo



There are 8 other color versions of the Logo, as demonstrated below.



Logo on different backgrounds

Examples of how GMW logos can be placed in different backgrounds to give color to the GMW campaign!



📄 All Global Money Week logos are downloadable at 'Resources' section on www.globalmoneyweek.org

Ideas for GMW promotional materials

👉 Create colorful cardboard photo frames, backdrop banners, t-shirts and other designs.

Don't forget to add GMW logo, website link, hashtags, theme tagline, etc.

GMW cardboard photo frames



GMW backdrop banners



GMW t-shirts



👉 Be creative! You can use GMW logos in other GMW materials such as: publications, documents, notepads, caps, scarves, umbrellas, pens, pencils, bags, etc. There are no limitations! Make your event – a GMW event!

Resources

Check out resources that guide you to either plan your GMW activity or help you promote the Week. GMW resources include:

- **GMW Toolkit**
 - **GMW Print Pack**
 - **GMW Brochure**
 - **GMW Reports**
 - **GMW Teaching Materials**
 - **GMW Slides**
 - **GMW Logos**
 - **GMW Prep Pack***
 - **GMW Achievements Form***
- *(Available from December 2017)*

All these resources are available online: at 'Resources' section on www.globalmoneyweek.org




GMW Toolkit

A guidebook for everyone interested in participating in GMW2018, the Toolkit will help you plan your GMW events and celebrations in your community. It provides an overview of how you can organize activities and events, to ensure that children and youth in your country participate and learn more about finance and entrepreneurship!

Who can use this toolkit?

Everyone who wishes to participate in GMW2018. Make sure to check the 'Activities' section on the GMW website for case studies and example activities for each type of participant group.

 **Tip!** Check out the Print Pack – supplements the Toolkit, that consists of printable resources.

The Print Pack: Printable Promotional Resources

The **Print Pack** is an additional document to the Toolkit, it will help you manage the promotional process of your GMW2018 event. The Print Pack consists of the following:

1 Example Checklist for GMW

This checklist is to help you keep track of the deadlines so you can be sure to enjoy your successful GMW2018 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 GMW2018.

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 GMW 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 children and youth taking part in GMW activities in your community. It is a great way to ask for a feedback and improve your event for next year!

You can find these reports here: at 'Resources' section on www.globalmoneyweek.org



Get inspired! Read GMW Reports 2017, 2016, 2015, 2014 and 2013

CYFI has published 5 GMW reports in 2017, 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 you can use in events prior to the GMW2018 so you can promote the Week and raise awareness about it!



GMW Branding & Guidelines 2018

In this guidebook, you will find applications for the logos, colors, typefaces and design templates that express our brand. It covers all materials produced for GMW, including ideas for GMW promotional materials. You will be able to find information and guidance on the use of the GMW logo.

GMW 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 Teaching Materials

Holding sessions as part of the classroom activity is a beneficial way for children and youth to get a better overview of money matters, including budgeting, investing, spending, earning money, and developing entrepreneurial skills.

GMW provides a valuable opportunity for teachers, educational practitioners and others to get involved in supporting the development of youth skills and knowledge within their teaching.

We created GMW Teaching Materials in collaboration with Aflatoun International. The materials have been specifically adapted for two key age groups – ages 10-14 and ages 15-18. They can be used for sessions to develop students' financial literacy and skills, or as part of a wider plan for incorporating financial education into teaching lessons.

👉 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. GMW 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.

GMW Teaching Materials are 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 Teaching Materials are made available for two different age groups:

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

Please feel welcome to adapt these materials to other age groups, if necessary.

Activity Ideas

Many different events and activities take place during the Global Money Week. Some examples that will inspire you!



Visits to stock exchanges

57 stock exchange events took place in GMW2017.

Stock exchanges can be part of the 'Ring Around the World' initiative, by inviting children and youth to ring the opening or closing bell at the stock exchange. This is a great opportunity for children and youth to learn more about the work of stock exchanges around the world.



GMW bus delivering financial literacy workshops around the country

Don't forget to think outside the box and make it possible for everyone to take part in GMW2018! Create a GMW bus that can tour through all the counties in the country and reach children and youth in rural areas, too! The buses can have learning facilities to teach youngsters about money and savings, such as computers with financial games, books, and brochures.



Visits to money museums

47 money museum events took place in GMW2017.

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.

Visits to the museum do not need to be limited to a walking tour, but can include various workshops where students can learn about different currencies and the history of money.



Visits to schools & universities

Not only should students visit different organizations and institutions, but bank, businesses and parliament employees can visit schools and universities as well. It would be great idea to hold workshops and sessions for youth!



Visits to banks & other financial institutions

Student groups can visit bank branches or headquarters, to get to know more about how banks work, which different departments and job positions are available, and what they do.



Organize savings, drawing, photo, video & essay competitions

Launch drawing, photo and essay competitions around creative themes like: 'Why is it important to save?', 'My dream bank', 'My money tree with dreams', 'What are you saving for?', 'Money Matters Matter', 'If I were an entrepreneur, which business I would own?', 'My dream job in the future' or 'My business idea.' Also, savings competitions would be a great idea! And, so many more!



Visits to parliaments

Organizing youth visits to government departments, e.g. 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. These visits help youth to have a better understanding of how parliaments work, as well as why and how policy decisions are made.



TV or radio talk shows

Youth and high-level representatives can hold interviews on live TV or radio shows about the importance of financial education. Help to raise awareness about GMW and its goal!



Visits to local businesses

GMW is a great opportunity to connect with the customers and workforce of tomorrow.

Student groups can visit local businesses, their branches or head office to learn about how different departments work, the 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.



Organize books exhibition

Make a special exhibition of books at school or local library, which teaches children about money and savings. Books about well-known entrepreneurs can be informative and inspiring!



Financial literacy rally

Organize a big Financial Literacy Rally with partners in your country to promote financial education and the rights of the children and youth together with Child and Youth Finance Movement.

Participants can include all the institutions that plan GMW events in your country. Plan high-level keynote speeches with a clear message.

Inform press and media to come and document.

Note! Don't forget to print GMW t-shirts for the rally!



Research projects

Give youth research projects about 'Money history', 'Different currencies in the world', etc. Not only can students learn, but they can go and explore money museums and libraries!



Plan workshops & lessons

Hold sessions to raise awareness on the importance of financial education amongst youth and other participants of GMW. Through these workshops you will help to empower young people, with practical skills involving money and livelihoods.

Examples could be: 'how to open a bank account', 'how to manage money wisely', 'starting a business', 'applying for a job', etc. Also, you can hold informative lessons 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.



Organize financial education fairs or plan open markets

Educative and interactive fairs are a great idea to showcase the work of different institutions and bring youth together. Interactive financial games and workshops can be part of it so that the students learn new skills and can interact with others.

Open Market
Children and youth can hold an Open Market at school or other location - where they can run their own lemonade stands, sell 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 - a fantastic way to develop useful financial and entrepreneurial skills, whilst having fun.

GMW Challenges



GMW Selfie Challenge

GMW time is always Selfie time! Our selfie competition is a great way to connect with other young people, individuals and organizations across the world in sharing their amazing money awareness activities and events.

Join us for the 5th edition of the GMW Selfie Challenge to show us what you're doing during the Week's celebrations!

How to join?

Step 1: Print out GMW Logo/s under the 'Resources' section on www.globalmoneyweek.org

Step 2: Take a fun and creative GMW selfie - a self-portrait taken of a group or yourself. Don't forget to hold or have GMW logo at the background.

👉 Suggestions

- Hold a board up with answers to financial question related to the theme: "Why does money matter to you?"
- Hold a speech bubble with a sentence "I save because.." followed by your answer
- Hold a speech bubble with a sentence "The best thing about GMW is.." followed by your answer

Step 3: Post it on your [f](#) [t](#) [i](#) profiles, using the following 3 hashtags: #GMW2018 #GlobalMoneyWeek #GMWchallenge

Step 4: Encourage your friends, family, communities and institutions to share your post. The winner is the photo with most likes!

Timeline:

The competition opens:

Monday, 12 March 2018

The competition closes:

Sunday, 18 March 2018

The winner will be announced on our GMW Facebook at 14:00PM (CET) on Friday, 30 March 2018.



GMW Money Box Challenge

Piggy banks and money boxes have been around for thousands of years! The origins of the name 'piggy bank' dates to the Middle Ages when Pygg, an orange colored clay, was used to make pots to store money. The name pygg jars evolved to be known as 'Pig Banks', and the rest is history!

How to join?

Step 1: Print out GMW Logo/s under 'Resources' section on www.globalmoneyweek.org

Step 2: Take a photo of your money box and place GMW logo next to it. You can

add your country flag, wear national clothes, hold balloons, etc.

👉 Suggestions

- The Money Box can be designed or created in ways that:
- It reflects a country's culture/currency.
 - Represent things that children and youth are saving for e.g. if you are saving for sweets then the box is covered by sweet wrappers.
 - It has a photo or drawing of what you are saving for.

Step 3: Share and post it on [f](#) [t](#) [i](#) using all of the following hashtags

#GMW2018 #GlobalMoneyWeek #GMWchallenge

Step 4: Encourage your friends, family, communities and institutions to share your post. The winner is the photo with most likes!

Timeline:

The competition opens:

Monday, 12 March 2018

The competition closes:

Sunday, 18 March 2018

The winner will be announced on our GMW Facebook at 14:00PM (CET) on Friday, 30 March 2018.



GMW Video Challenge

Submit a GMW video to show us what you are doing to celebrate GMW2018! Whether you create a vlog of your Week's celebrations, host an interview with a representative from a local institution or capture money awareness games and activities.

How to join?

Step 1: Print out GMW Logo/s under 'Resources' section on www.globalmoneyweek.org

Step 2: Create a fun video of yourself or as a group, celebrating GMW. We suggest that videos are not longer than 2 minutes and make sure to state what country you are based in.

Step 3: Share and post it in [f](#) [t](#) [i](#) using all of the following hashtags #GMW2018 #GlobalMoneyWeek #GMWChallenge

Step 4: Encourage your friends, family, communities and institutions to share

your post. The winner is the video with most likes!

Timeline:

The competition opens:

Monday, 12 March 2018

The competition closes:

Friday, 23 March 2018

The winner will be announced on our GMW Facebook at 14:00PM (CET) on Friday, 30 March 2018.



Contact Us

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!

If you have any questions, please contact us:

Child & Youth Finance International (CYFI)
PO Box 16524, 1001 RA Amsterdam, the Netherlands

www.childfinanceinternational.org

info@childfinance.org

+ 31 (0)20 5203900

Follow GMW online!

www.globalmoneyweek.org

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#GMW2018

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