



What is a Money Smart Week @ your library Partner?

A Money Smart Week @ your library partner is a library that actively participates during Money Smart Week in partnership with the Federal Reserve Bank. Libraries are considered partners upon agreeing to one or more of the following:

- Provide educational materials, instructors, or a seminar for consumers
- Provide facilities to host events, sponsor events or promotional materials
- Leverage resources to publicly support or endorse Money Smart Week @ your library

Money Smart Week partnered with the American Library Association to showcase and provide financial education to local communities served by member libraries. Partner libraries are expected to provide leadership, communicate internally and externally, possess or acquire general financial literacy knowledge and be committed to the Money Smart Week @ your library program.

Money Smart Week @ your library Responsibilities

Money Smart Week @ your library partners are expected to adhere to the following guidelines:

- Host one or more events at your facility. All workshops, seminars and activities must be educational in nature and relate to improving knowledge of personal finances, from basic savings tips to advanced money management strategies. Sales pitches and/or commercial marketing are strictly prohibited. You are encouraged to bring in outside speakers to facilitate these events while providing vision, leadership and general direction to third-party sponsors/presenters.
- Workshops, seminars and activities should be free and open to the public.
- Implement, as able, additional marketing and/or promotional strategies for their individual events to secure attendance numbers. Promotional packages will be given to partners to help with media efforts. Events must be promoted as Money Smart Week @ your library events.
- If a partner library is located in a region or state with an established public campaign the library is expected to join said established campaign.
- Submit Money Smart Week @ your library event information via the on-line database before the given deadline.
- Complete and return measurement package including attendance numbers for all events, partner surveys, participant surveys, photos, any media clips and samples of any other promotional materials used during the campaign.