



Money Smart Week

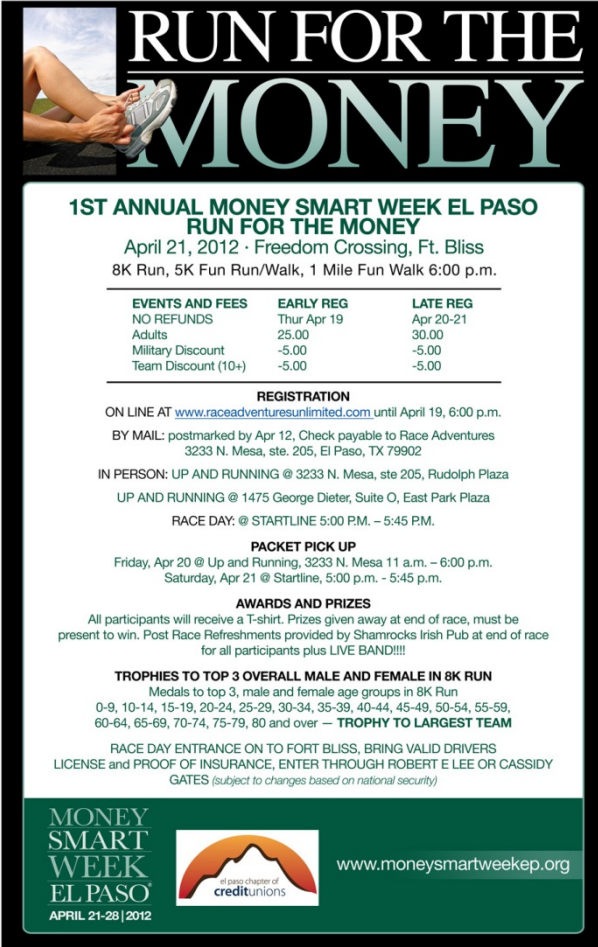


Ruben Ahedo

Federal Reserve Bank of Dallas – El Paso Branch



MSW Run for the Money



RUN FOR THE MONEY

**1ST ANNUAL MONEY SMART WEEK EL PASO
RUN FOR THE MONEY**

April 21, 2012 - Freedom Crossing, Ft. Bliss
8K Run, 5K Fun Run/Walk, 1 Mile Fun Walk 6:00 p.m.

EVENTS AND FEES	EARLY REG Thur Apr 19	LATE REG Apr 20-21
NO REFUNDS		
Adults	25.00	30.00
Military Discount	-5.00	-5.00
Team Discount (10+)	-5.00	-5.00

REGISTRATION
ON LINE AT www.raceadventuresunlimited.com until April 19, 6:00 p.m.
BY MAIL: postmarked by Apr 12, Check payable to Race Adventures
3233 N. Mesa, ste. 205, El Paso, TX 79902
IN PERSON: UP AND RUNNING @ 3233 N. Mesa, ste 205, Rudolph Plaza
UP AND RUNNING @ 1475 George Dieter, Suite O, East Park Plaza
RACE DAY: @ STARTLINE 5:00 P.M. - 5:45 P.M.


PACKET PICK UP
Friday, Apr 20 @ Up and Running, 3233 N. Mesa 11 a.m. - 6:00 p.m.
Saturday, Apr 21 @ Startline, 5:00 p.m. - 5:45 p.m.

AWARDS AND PRIZES
All participants will receive a T-shirt. Prizes given away at end of race, must be present to win. Post Race Refreshments provided by Shamrocks Irish Pub at end of race for all participants plus LIVE BAND!!!

TROPHIES TO TOP 3 OVERALL MALE AND FEMALE IN 8K RUN
Medals to top 3, male and female age groups in 8K Run
0-9, 10-14, 15-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-74, 75-79, 80 and over - **TROPHY TO LARGEST TEAM**

RACE DAY ENTRANCE ON TO FORT BLISS, BRING VALID DRIVERS LICENSE and PROOF OF INSURANCE, ENTER THROUGH ROBERT E LEE OR CASSIDY GATES (subject to changes based on national security)

MONEY SMART WEEK EL PASO
APRIL 21-28 | 2012

 www.moneysmartweekep.org

- Kick-off Event
- Hired a company to organize
- 8K Run, 5K Fun Run/Walk, 1 Mile Fun Walk
- Provided food and refreshments
- Live Band & Local DJ



MSW Run for the Money



RUN FOR THE MONEY

**1ST ANNUAL MONEY SMART WEEK EL PASO
RUN FOR THE MONEY**

April 21, 2012 - Freedom Crossing, Ft. Bliss
8K Run, 5K Fun Run/Walk, 1 Mile Fun Walk 6:00 p.m.

EVENTS AND FEES	EARLY REG Thur Apr 19	LATE REG Apr 20-21
NO REFUNDS		
Adults	25.00	30.00
Military Discount	-5.00	-5.00
Team Discount (10+)	-5.00	-5.00

REGISTRATION
ON LINE AT www.raceadventuresunlimited.com until April 19, 6:00 p.m.
BY MAIL: postmarked by Apr 12, Check payable to Race Adventures
3233 N. Mesa, ste. 205, El Paso, TX 79902
IN PERSON: UP AND RUNNING @ 3233 N. Mesa, ste 205, Rudolph Plaza
UP AND RUNNING @ 1475 George Dieter, Suite O, East Park Plaza
RACE DAY: @ STARTLINE 5:00 P.M. - 5:45 P.M.

PACKET PICK UP
Friday, Apr 20 @ Up and Running, 3233 N. Mesa 11 a.m. - 6:00 p.m.
Saturday, Apr 21 @ Startline, 5:00 p.m. - 5:45 p.m.

AWARDS AND PRIZES
All participants will receive a T-shirt. Prizes given away at end of race, must be present to win. Post Race Refreshments provided by Shamrocks Irish Pub at end of race for all participants plus LIVE BAND!!!

TROPHIES TO TOP 3 OVERALL MALE AND FEMALE IN 8K RUN
Medals to top 3, male and female age groups in 8K Run
0-9, 10-14, 15-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-74, 75-79, 80 and over - **TROPHY TO LARGEST TEAM**

RACE DAY ENTRANCE ON TO FORT BLISS. BRING VALID DRIVERS LICENSE and PROOF of INSURANCE, ENTER THROUGH ROBERT E LEE OR CASSIDY GATES (subject to changes based on national security)

MONEY SMART WEEK EL PASO
APRIL 21-28 | 2012

 www.moneysmartweekep.org

- Participants received a MSW T-shirt
- Prizes included:
 - Traveling Trophy
 - \$5, \$2, and \$1 uncut currency sheets
 - Medals for Top 3 in each category (F/M, ages)



MSW Run for the Money



MSW Run for the Money



MSW Run for the Money



MSW Run for the Money



MSW Run for the Money



MSW Run for the Money



MONEY SMART WEEK ESSAY/ART CONTEST



Essay Art Contest



- Geared towards middle school students
 - Highest participation rate
 - Financial awareness at a young age
- Topic: “You Just Won \$1,000,000 Dollars! What Does Your Spending Plan Look Like?”
- 87 entries, narrowed to 15 finalists who created art pieces



Essay Art Contest



- Art pieces were displayed & judged at a local public library
- Winners announced at a pizza dinner with parents
- Prizes
 - 1st place: iPad2
 - 2nd place: Kindle Fire
 - 3rd place: iPod Nano



Essay Art Contest



Essay Art Contest



MSW Essay/Art Contest



MSW Essay/Art Contest



MSW Essay/Art Contest



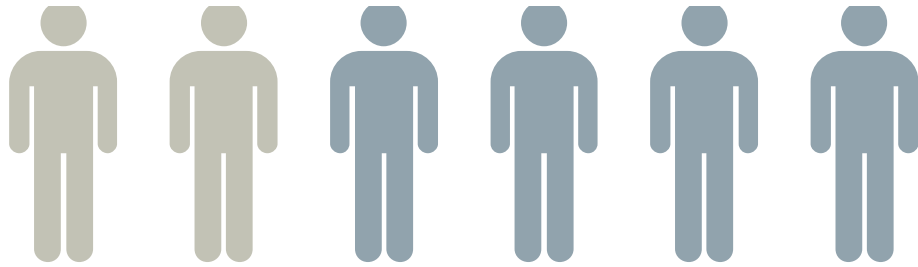
Ready Made Audiences

- What are they?
 - A group of individuals that have predetermined meetings scheduled throughout the year
- Targeted audiences have the same objectives
 - General Education Development classes (GED)
 - Community Learning Centers in underserved or low-income communities
 - English as a second language classes (ESL)



Ready Made Audiences

Results: Number of classes offered



Classes increased from **31** in 2012 to **94** in 2013 (*203% increase*)



Ready Made Audiences

Results: Attendance Increased

Attendance increased
from **670** in 2012 to
949 in 2013
(41% increase)



Ready Made Audiences



Thank you!





How to put the Pieces Together, Be SMART and Create a Successful Campaign

*Presented by Kristen Comer,
2013 Co-Chair Northern Illinois Region*

Who am I?

- *Director of Marketing of Morning Star Village, Senior Living in Rockford, Illinois*
- *Certified Marketing Professional, specific to Senior Living*
- *Married and the mother of a 3 year old daughter named Anna.*
- *Involved in Money Smart Week for the first time in 2012 and asked to Co-Chair for 2013*

How to be SMART?

- Stay in tune with your community
- Make Ben Franklin your best friend
- Address your local, county and state government
- Relationship with the media is key
- Trust those outside the typical financial advisors



Stay in Tune



Stay in Tune with your Community

- *Offer classes pertinent to what your community needs are (Examples, Car Care for Women, Foreclosure assistance, Senior Living Guidance, Fashion on a Budget)*
- *Be Strategic, looking at median income, average age, etc., and act accordingly.*
- *Reach out to the kids in your community by having a successful Kids Campaign*



Stay in Tune- Reach out to the Kids

- *Reaching out to local schools, parents of children who are home schooled*
- *How to manage all the essay submissions? Be creative, reach out to Kiwanis, Lions and other social groups*
- *Creative Prizes are a plus! 1st, 2nd and 3rd place are great for college savings plans or scholarships, but Northern Illinois had Rockford Bank and Trust provide an assembly for the school who submitted the most essays- what a way to get kids excited!*



Make Ben Franklin Your Best Friend



Make Ben Franklin Your Best Friend

- *Find someone to pose as Ben Franklin and utilize him everywhere*
- *Create Buzz, by having Ben out in your community weeks prior to Money Smart Week*
- *How to use Ben to your advantage? Throwing out the first pitch in a local softball game, dropping the puck at a hockey game, show up to your Proclamation Presentations, and Press Conferences*



**Address Your Local City,
County and State Government**



Address Your Local Government

- *Obtain Proclamations from your Mayor, County Board Members and even your Governor*
- *This will get you in front of the people who are out in the community the most and allow you to create a good buzz for the excitement behind Money Smart Week*
- *Northern Illinois was able to obtain a Proclamation for Money Smart Week 2013 from Pat Quinn, Governor of Illinois*



Relationship with the Media is Key

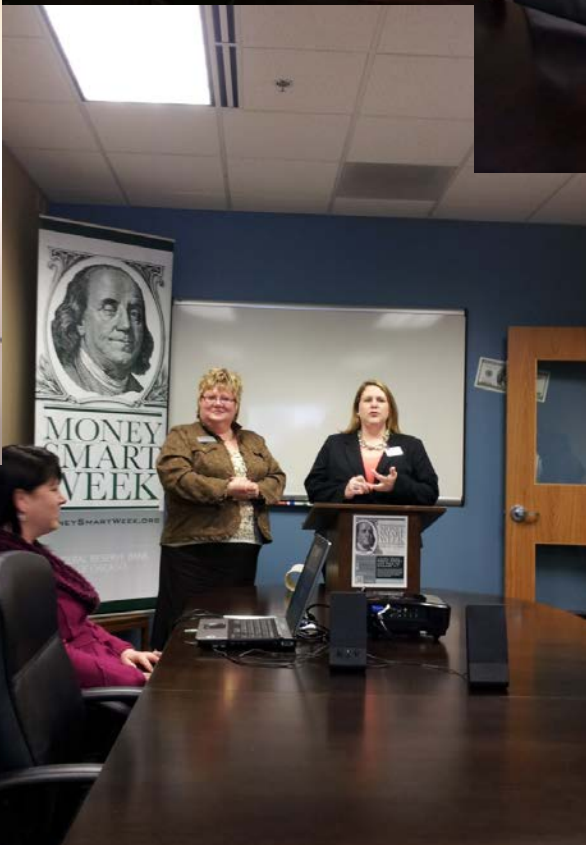


Relationship with the Media

- *Reach out to local radio hosts, newspapers, etc. Create Buzz about MSW as your planning goes along, not just at the end*
- *Send out regular Press Releases and schedule interviews, find good media sponsors*
- *Northern Illinois held their first Press Conference for 2013, inviting local media to attend a 20 minute press conference. We received outstanding coverage on television, radio and newspaper*

Relationship with the Media

- *PSA's recorded and aired 3 weeks prior to MSW. Also commercial for the Kids Essay Contest*
- *Local Radio Stations, Midwest Family Broadcasting stations, 100.5 NTA fm (Local Talk), and B 103.1 fm (Lite Rock)*
- *WNIU/WNIJ, in DeKalb did interviews and ran commercials*
- *Rockford Register Star, special sections including a Finance Section and ran Calendar of Events, etc.*



Organizers are gearing up for the 5th year of Money Smart Week

Like Tweet Pin It Share

04/19/2012 10:51 AM 04/19/2012 10:52 AM



"Money Smart Week"

How smart are you when it comes to money?! Whether you're just getting started or about to retire there's a free "Money Smart Week" class to help you figure it all out.

WNJ encourages you to take advantage of the many practical workshops and lectures scheduled throughout northern Illinois, April 21st through 28th. It's an annual

Money Smart Week Live At Five

Like

04/19/2010 15:40 PM 04/19/2010 17:26 PM



ROCKFORD (WREX) - The sixth annual Northern Illinois Money Smart Week is quickly approaching and area organizations gathered to celebrate.

Money Smart Week will be held April 20 through April 27. It's a week of classes and events aimed at helping consumers make informed decisions about managing their personal finances. Over 100 local organizations from for-profit to not-for-profits will volunteer their time.

"We have over 164 topics ranging from auto care for women, shopping for cars, we have programs for kids at the Discovery Center, YMCA, Boys and Girls Clubs, and schools," Money Smart Week Co-Chair Kristen Comer said.

You can find out more at moneysmartweek.org.



Office of Mayor Lawrence J. Morrissey
LEADING BOLDLY, WORKING TOGETHER

PRESS RELEASE

CONTACT INFORMATION:

Andrea Hinrichs

Money Smart Week: Learn How to Manage Your Finances and More

Like Tweet Pin It Share

04/17/2013 10:22 AM 04/17/2013 10:45 AM



rrstar.com

Rockford Register Star | The Rock River Valley's Leading Information Source

HOME NEWS OBITUARIES INSIDER BUSINESS SPORTS OUTDOORS ENTERTAINMENT HEALTH INSIGHT SPECIAL SECTIONS

YOUR TOWN PUBLIC SAFETY SCHOOLS GET TO KNOW ME REAL ESTATE TRANSACTIONS NATION/WORLD CELEBRATIONS CA

Games | HS football safety |



Money Smart Week kicks off

Photos

Zoom



By Melissa Westphal
BUSINESSROCKFORD.COM
Posted Apr 21, 2012 @ 07:00 AM

Related Stories

Get involved in Rockford's Money Smart Week

ROCKFORD — Money Smart Week kicks off today with events that include helping baby boomers prepare for retirement and teaching children how to save money.

**Trust those outside the
typical Financial Advisor**



Trust those outside the “Norm”

- *I’m just a Director of Marketing from a Healthcare organization? What could I have to offer*
- *Creative thinking comes from the most unlikely places*
- *Brainstorming and letting things happen organically has proven very successful for Northern Illinois region*

Things to Remember

- *It takes quite some time to build a good solid team*
- *Success doesn't happen overnight*
- *Creating Buzz throughout your campaign helps in the end*
- *Establish a good team who has the desire to dedicate their time to MSW*
- *Remain positive, even when you don't want to*
- *Have fun and remember you are volunteering your time to better your community and that is the best part*



Thank You!





Collaborating with partners on special events during MSW

- Financial Literacy Workshops
- Military Money Boot Camp
- Tele Town Hall Meetings

West Virginia Money Smart Week

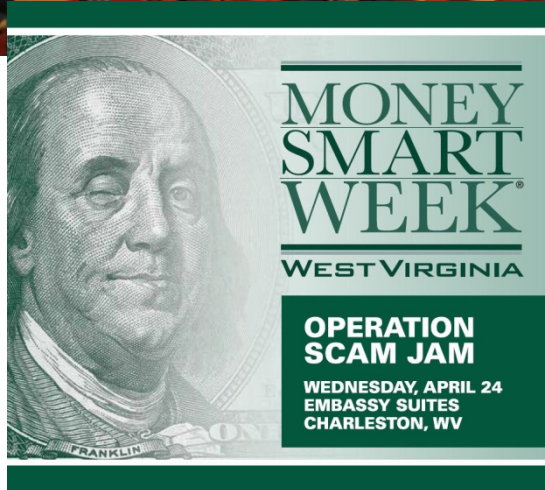
Special events organized jointly
with partner organizations during
WV MSW:

- 1) Financial Literacy Workshops
- 2) Military Money Boot Camp
- 3) Tele Town Hall Meetings

Financial Literacy Workshops

- **2010 Financial Literacy & Education Summit**
 - One giant event
 - 3 consumer tracks, 3 professional tracks
- **2011 Financial Literacy & Education Summit**
 - Turned professional tracks into stand-alone events
 - Added free credit reports for every attendee
- **2012 Operation Scam Jam**
 - Consumer protection theme (protecting personal finances; avoiding scams)
 - Added national partner (CFPB)
- **2013 Consumer University**
 - Joint focus of financial literacy and consumer protection
 - Enlisted new partners (US Attorney's office; Federal Reserve Bank of Richmond)

Operation Scam Jam & Consumer University



Military Money Boot Camp

- Targeted outreach to **active military service members, reservists, veterans** and their families
- Event held at National Guard Armory
- **Multiple partner organizations participated**
- ½ day educational event
- Display tables for info / **one-on-one help**
- **Videotaped** -- footage to be turned into a series of **online webinars**

Military Money Boot Camp

**MONEY
SMART
WEEK**
WEST VIRGINIA
APRIL 20-27, 2013

**ATTENTION VETERANS AND ACTIVE
MILITARY SERVICE MEMBERS, NATIONAL
GUARD, RESERVISTS AND FAMILIES**

Want to brush up those basic family budgeting skills?
Want to find out how to invest wisely? Want to learn how to
spot the latest financial scams to protect your family finances?

Then join us for Military Money Boot Camp!

THURSDAY, APRIL 25

9:00 a.m. – 12:00 p.m.

National Guard Armory
Coonskin Drive, Charleston

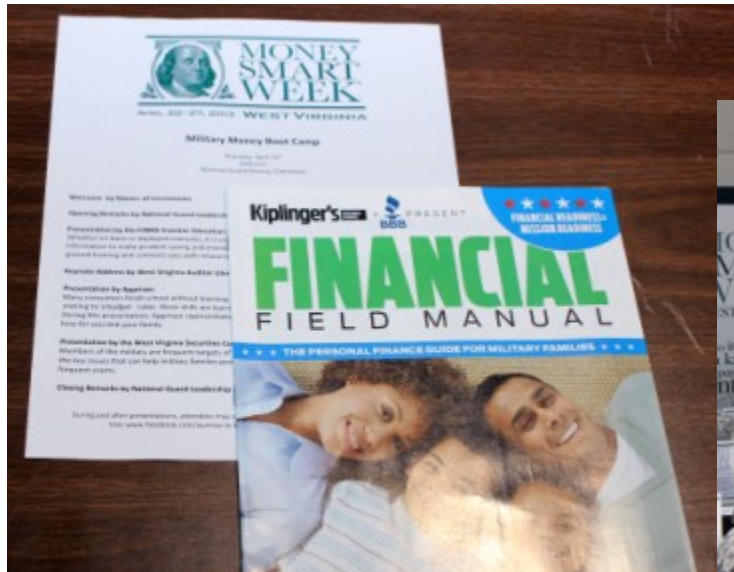
www.facebook.com/wvmsw

CALL 800.799.4638

for more information

This free workshop will feature informative and fun presentations on how you can make the most of your hard-earned dollars. No pre-registration is required. The event is **free** and **open** to all current and veteran military service members and their families. Financial professionals will be on hand to provide helpful information and to answer your questions.

Military Money Boot Camp



Tele Town Halls

- **Connect with thousands of people at once**
- To the listener, a TTH sounds **almost identical to a live call-in radio show**, except that it occurs over the telephone
- The only technology needed to **host is a computer and a phone**
- The host, panelists and experts **can be anywhere** – across the room or across the globe
- Experts **share information, discuss issues**, then open the phone lines for **live, real-time questions from the listeners**
- Listeners who wish to go live “on the air” are **screened**, so panelists have an idea about the topic of the question
- Lasts **60 to 90 minutes** – lots of time to share information

Sample TTH Control Panel Screen

General Information

Conference Status: Active, dialing out
 Start Time: 11:55 AM (Mountain)
 Conference Duration: 4m 28s
 Remaining To Call: 8,399/10,000 (84%)
 Left Message: 394
 Total Attendees: 427

Music Hold: ☐ On ☒ Off

[End TeleForum](#)

Chat


Message: [Send](#)

Name: (Congressman) Color:
 Chat Font: [A](#) [A](#)

Support: hello
 Congressman: hello
 Congressman: we are dialing in now
 Support: i can launch the outbound calls when you are ready
 Congressman: please launch the calls
 Support: the calls have been launched
 Congressman: thank you

Poll

Question: Do you support Ammendment A?



Answer	Key	Votes	Percent
Support	1	14	44%
Oppose	2	7	22%
Undecided	3	11	34%

Total Votes: 32 ☒

[Now](#) [Modify](#) [Pretest](#) [Save](#)

Question and Answer Queue (13 in queue)

[Host View](#) [Screener View](#) [Full View](#)

Live Information 1m 17s

Name: Margie Phone: (899) 100-1266
 Question: Wants to ask about raising the education rankings
 Notes: concerned parent

[Done](#)
 Mute: ☐ On ☒ Off

Move	Name	Wait	Status		Question	Notes		
	Margie (899) 100-1266	1m 16s	live	SCREEN	Wants to ask about raising the education rankings	concerned parent	LIVE	DONE
	Mike (899) 100-0001	4m 14s	screened	SCREEN	Question about immigration	agrees with Congressman	LIVE	REMOVE
	Melvin (899) 100-0015	4m 11s	screened	SCREEN	What is your stance on the war	former military	LIVE	REMOVE
	Jacinda Faulkner (899) 100-0039	4m 11s	screening	SCREEN			LIVE	REMOVE
	Jackeline Reed (899) 100-0057	4m 10s	unscreened	SCREEN			LIVE	REMOVE
	Maragaret Christensen (899) 100-1155	4m 6s	unscreened	SCREEN			LIVE	REMOVE
	Kari Carr (899) 100-0414	4m 6s	unscreened	SCREEN			LIVE	REMOVE
	Lanell Taylor (899) 100-0858	4m 4s	unscreened	SCREEN			LIVE	REMOVE
	Galen Calderon (899) 100-0000	4m 2s	unscreened	SCREEN			LIVE	REMOVE

Scrolling ☐ On ☒ Off

Hosts (2 hosts)

	Name	Phone	On Call
<input type="checkbox"/>	Congressman Smith	(303) 346-6341	8m
<input type="checkbox"/>	Screener	(303) 346-6342	8m

[Hangup Checked](#)

Participants (416 participants)

[Add Checked To Q&A](#) [Hangup Checked](#) [Hangup All](#)

Show: (10/25) Participants
 Current Search: (No Filter)
[Change Search](#)

Tele Town Halls

- **Many partners** can be involved
- Technology is **user-friendly** – very easy to learn
- Features include ability to: take polls, **receive voicemail messages at the end of the call**; obtain recording of call; access listener data; more
- **Cost is reasonable**, especially compared to the cost of postal mailings
- **TTH = great way to share info with lots of people quickly and efficiently!**

West Virginia Money Smart Week

Special events hosted with partners:

- **Financial Literacy Workshops**
- **Military Money Boot Camp**
- **Tele Town Halls**

Collaborating with partners on special events keeps costs low, addresses manpower issues, expands the size of the audience, brings more awareness to MSW, and attracts even more new partners.

Thank you!

What makes Money Smart Week St. Louis an Effective Campaign?

Money Smart Week St. Louis is a project of the Greater St. Louis Financial Education Collaborative, whose mission is to increase information and access to financial education and asset building opportunities in the St. Louis Metro Area.

Embed - A strong community of volunteers already in place

Strategize - Year Round Discussion, planning and programming

Focus - Simplifying your core goals.

Be open to Change - It IS a collaborative

ASK!

MIX IT UP!

Learning about Money doesn't
have to be a snoozer

Train the Trainer

FDIC Money Smart Curriculum

Resume Writing Workshops – Earn more, Save more!

Lunch and Learn – Economic Outlooks

Business Owners & Non-Profit EDs need refreshers on Economics & Money, too

Sandwich Economics – Caught in the middle of kids
and aging parents? Sandwiches and Solutions!



Take advantage of your internal partners and programs that are already in place.

Expand them to occur during Money Smart Week.

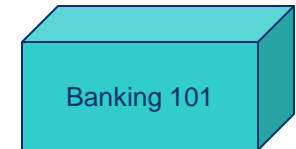
You are rarely going to be turned down for free, additional programming.



Cookie Monster “talks” about Spending, Saving and Sharing.



Think outside the box,
bankers!



Can your wealth
management staff find
an audience they want to
teach?

Don't look at a
conference room for
every class. Mix it up.
This one was at the zoo
in the Zambezi Lodge.

Who says learning can't
be fun?

Follow me!



Peoria, Springfield and
Beyond!



Goodwill Fashion
Show –

Stretching Your
Fashion Dollar

**Lunch, budgeting
discussions, fashion
for less and great
conversation for the
workforce
development clients**



Ask ASK ASK

Media does not have to be expensive. Perserverence and \$67 for printing.

Interior Bus Signs
in Champaign-
Urbana





See you in 2014!

Financial Literacy in Fond du Lac, Wisconsin



Lori Burgess

Support Services Coordinator

Fond du Lac (Wis.) Public Library

burgess@fdlpl.org ~ (920) 322-3922

MSW in Fond du Lac

- Money Smart Week since 2007
 - 20-120 events & contests annually
 - Events mostly at the library
 - Also tried employers, mall, colleges/tech school, senior center
 - 300-500+ annual attendance
 - 2009 = 120 events and 1,000+ participants
 - 2013 = 22 events and 491 participants
- *Smart Investing[®]@your library* grant
 - \$52,000 grant from FINRA & Amer. Libr. Assoc.
 - 2009-2010 weekly financial literacy workshops

Fond du Lac by the numbers

City population	45,000+
County pop.	100,000
Median Household Income	\$50,000 (2010)
Households in Poverty	~12% (2010)
Education completed	
High school:	88%
Bachelor's:	18%
Graduate:	6%

Most Successful Adult Programs

- Women's Conference
 - Sat 8:00-12:30, attend 3-4 sessions of 9-12 offered, charge \$5
- How I Saved \$40,000 in Less Than a Year
- Couponing & Meal Planning
- Ebay & Craigslist
- Upcycling
- When I'm 65
- Estate Planning



**Tip: Plan more programs early in the week
and in succession (e.g. Tues: 9am, 10am, 11am)**

MSW for Kids

- **Contests**

- Dollar Design, Essay, YouTube, Guessing

- **Prizes**

- 529 account/scholarship from Edvest (through State Treasurer's Office)
- Local Monopoly games, piggy banks, savings bonds, McD's cones

- **Programs**

- Big Read, Penny the Pig, Family Moolah Day (Treasure hunt, wheel of trivia, M.O.N.E.Y. bingo, contest awards)



If you are a student in grades K through 2, or grades 3 through 5 in Fond du Lac County, you are eligible to enter the Money Smart Kids 2012 Dollar Design Contest! Design a new dollar that shows what money means to you. **Prizes will be awarded** and have been donated by Fay's Fun 'n' Learning, Fond du Lac Theatre, Karl Ray Lanes, Ledgeview Lanes, Guaranty Bank, Spectrum Skating, Taco Bell, Hardee's, Domino's and Culver's.

The new bill must:

- Illustrate what money means to you
- Include the words "United States of America"
- Be original student created artwork
- Fit in the design space below



Student Name: Nicky Blum Age: 7



Student Name: Caleb Blackman Age: 10



The Big Read

Local VIP or librarian reads book, adult asks questions; sing a song or two; craft optional

Each family receives a free copy of the book

2010: Just Saving My Money / Mercer Mayer

17 libraries + 2 bookstores in NE Wis.

Each community found donors to purchase books

2012: Berenstain Bears The Trouble with Commercials / Stan Berenstain

45+ libraries gave out 1,800+ copies

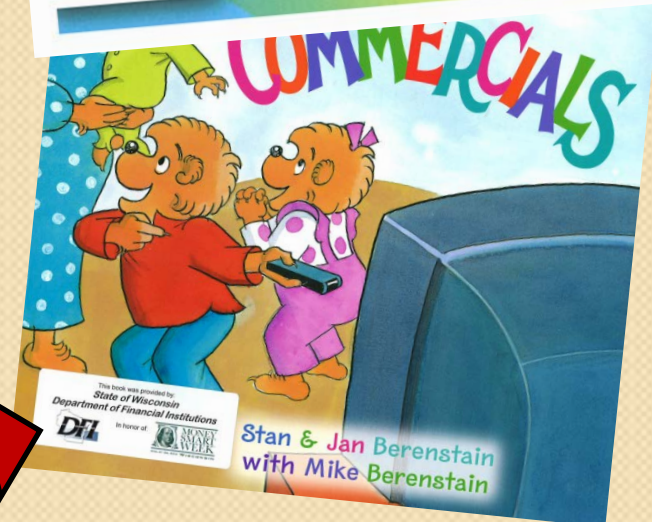
Wis Dept of Financial Institutions purchased all copies (\$5,000 with bulk discount from HarperCollins)

2013: A Dollar for Penny / Julie Glass and It's a Habit Sammy Rabbit / Sam X. Renick

54+ libraries distributed 2,850 books (either title)

Wis Dept of Financial Institutions purchased copies (1,000+ copies = 60% bulk discount from Random House)

2014 Nominees: Benny's Pennies / Pat Brisson or Tia Isa Wants a Car / Meg Medina



Giftplate

Event Reminders

- Ensure technology is working & speaker has enough handouts
- Cookies & water are nice
- Consumer surveys help you plan for next year
 - We offer a prize drawing from people who fill out the survey
 - Prizes have been \$25 Assoc. of Commerce gift certificate, “new account” bling from partners, etc.
- Don't forget to send thank you cards to presenters



MONEY SMART WEEK FOND DU LAC EVENT SUBMISSION FORM April 21-28, 2012

Instructions:

1. Fill in your program information and your 1st, 2nd and 3rd choices for dates and times.
2. Register as a partner at www.moneysmartweek.org.
3. A copy of this form will be returned to you with your time and room assignment.

Submit to: Lori Burgess Fond du Lac Public Library 32 Sheboygan St. Fond du Lac, WI 54935	Email: burgess@fdlpl.org Phone: 920-929-7080 ext. 126 Fax: 920-929-7082	DEADLINE FOR SUBMISSION: March 1, 2012
Name: _____ Organization Name: _____ Email Address: _____ Title/Position: _____ Phone: (xxx-xxx-xxxx) _____ Address: _____ City/State/Zip: _____		Submit this form to be assigned a date, location and time. A copy of this form with the final date and time will be returned to



MONEY SMART WEEK
FOND DU LAC
April 21-28, 2012

Title of Event:

Date & Time Preference
Please indicate your 1st, 2nd, and

Primary Contact Person:
(Who could attendees contact if they Name:
Email:
Phone: (xxx-xxx-xxxx) _____

Sponsor Name: _____

Sponsor Name: _____

Sponsor Name: _____

Event Summary: (May include speak

Equipment Requests: (Check all that apply)
☐ Projector only ☐ Laptop + Projector ☐ _____

I have registered as a partner at no Chicago and Money Sm:

Presenter: _____

- Instructions:**
1. Fill in your program information and your 1st, 2nd and 3rd choices for dates and times.
 2. Register as a partner at www.moneysmartweek.org.
 3. A copy of this form will be returned to you with your time and room assignment.

All events will take place at the Fond du Lac Public Library, 32 Sheboygan Street, Fond du Lac. If you would like to schedule an event at a different venue, please contact Lori Burgess at burgess@fdlpl.org.

Start time:	9:00 am	10:00 am	11:00 am	12:00 pm	1:00 pm	2:00 pm	3:00 pm	4:00 pm	5:00 pm	6:00 pm	7:00 pm
SATURDAY, APRIL 21											
Children's Library											
McLane Room (36)											
Board Room (24)											
MidStates Room (12)											
SUNDAY, APRIL 22											
McLane Room (36)											
Board Room (24)											
MidStates Room (12)											
MONDAY, APRIL 23											
McLane Room (36)											
Board Room (24)											
MidStates Room (12)											
TUESDAY, APRIL 24											
McLane Room (36)											
Board Room (24)											
MidStates Room (12)											
WEDNESDAY, APRIL 25											
McLane Room (36)											
Board Room (24)											
MidStates Room (12)											
THURSDAY, APRIL 26											
McLane Room (36)											
Board Room (24)											
MidStates Room (12)											

Reality Day @ FDL High School
Volunteers needed. For more information, please contact:
Sandi Linde at linde@fondulac.k12.wi.us

FDL MSW Planning Team

Utilize everyone's strengths, share the work

- **Instructors**

- Banks, Credit Unions, UW-Extension, & Consumer Credit Counseling, Lawyers, etc. have financial expertise
- For Big Read story times, librarians work with kids daily

- **Place for Event**

- Library supports all types of literacy and is seen as an unbiased, educational institution (No selling allowed)
- Attendees sometimes uncomfortable when not affiliated with hosting organization (local financial, school or college); uncomfortable in mall where people walked by

- **Getting Attendees / PR:**

- Financials often have marketing professionals with design experience & media contacts to design PR campaign
- Everyone puts up posters, distribute bookmarks, spread the word



SYNERGY!

It's all about making connections

New & strengthened relationships

- Recurring contact for partners, not just about financial literacy (referrals, community questions, professional networking)
- Public knows the library as a place for unbiased info
- Partnering looks good for everyone



Spread the Word About MSW

- We started because neighboring town mentored us
- Presenters are asked because someone knows them —they in turn recruit their co-workers & friends
- Attendees spread the word to family & friends
- Promote MSW to your peers
 - I mentioned our success at a regional library meeting and a neighboring city started in 2009 with 40+ programs and over 500 attendees!
 - I was on a panel at a Wis. Library conference which led to the Amer. Library Assoc. partnership



Thank you!

Lori Burgess

Support Services Coordinator

Fond du Lac Public Library

Fond du Lac, WI 54935

(920) 322-3922

burgess@fdlpl.org