



GLOBAL MONEY WEEK

10th - 17th March 2014

TOOLKIT

About Child and Youth Finance International

CYFI leads the world's largest movement dedicated to enhancing the financial capabilities of children and youth. Launched in April 2012, the Movement set the goal of reaching 100 million children and youth in 100 countries by 2015. To date, the Movement has already reached 18 million children and youth in 125 countries, placing it well on its way to exceeding those initial goals. Its exponential growth rate is a testimony to the conviction of countries that developing the financial skills of youngsters is a necessary approach to developing healthy economic systems. During Global Money Week 2013, CYFI was invited to ring the NASDAQ bell in a show of support for this global effort.

The Movement's partners and supporters comprise the world's most extensive child and youth finance network which includes central banks, financial authorities, financial institutions, international and national NGOs, multilateral agencies, foundations, leading academics, stock exchanges, and children and youth. These partners have unified behind the Movement's primary objective of empowering children and youth through Economic Citizenship Education and financial inclusion.

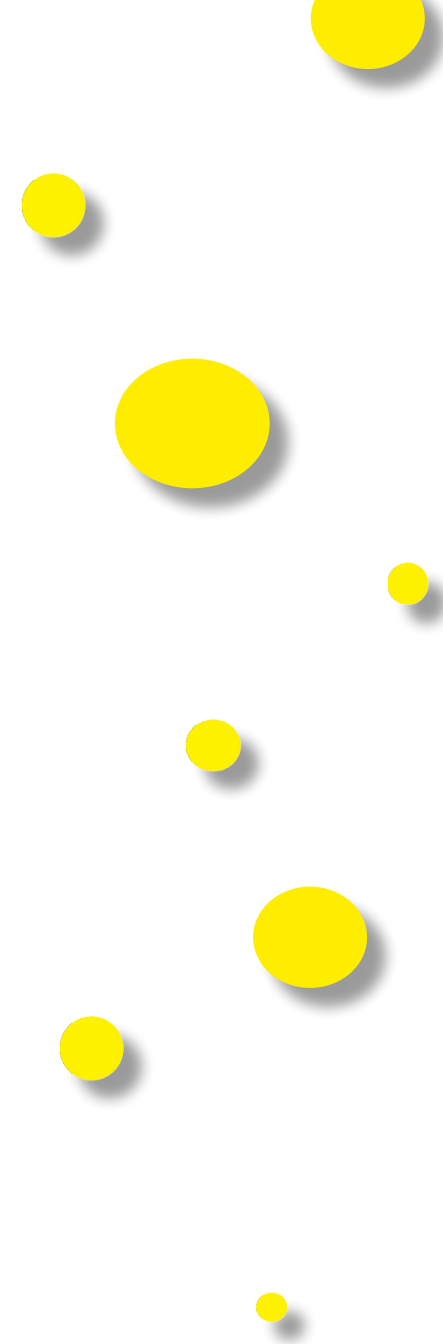
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About Global Money Week

Global Money Week is a worldwide celebration to empower the next generation to be confident, responsible and skilled economic citizens. Every year, during the second week of March, young people around the globe talk, play, create, sing, read, discuss and learn about saving, money, changing economic systems and building a financial future for youth. It is about joining together – children, youth, parents, organizations and entire communities - to start action to reshape finance, and give young people the tools to shape their own future.

The Momentum starts in March

The celebration of Global Money Week takes place every year during the second week of March. This initiative is coordinated by the Child and Youth Finance International Secretariat. The celebrations of 2013 involved 80 countries and around 400 organizations.

The celebrations of 2014 will take place between **10 March and 17 March 2014**. During this week various worldwide activities will be held to engage children, youth and their communities to learn how money works, including saving, creating livelihoods, gaining employment, and becoming an entrepreneur. For the examples of past activities, please see pages 6-7.

The Week brings the world one step closer to ensuring that every child will have access to financial services, financial awareness through education, a reliable source of income, and the will to save.

Youth take action to Reshape Finance

During Global Money Week one of the most important themes flowing through all the activities is the active involvement of youth. We want to make sure that their opinions are heard so they can be a part of the changes for their future- the decision makers of tomorrow need to be a part of the policy discussions of today!

The aim of Global Money Week is to encourage youth to share their ideas – but also to elevate these ideas and motivate action. The celebrations are concentrated in one week, but the impact of the ideas and lessons during this week will have long-lasting impact and bring about action.

Share and Promote

Global Money Week is a great opportunity to share the initiatives that have been made in your country or by your organization during the year with the rest of the world. It is also a way to promote the importance of Economic Citizenship Education, financial literacy and financial inclusion to empower youth and reshape finance.

Together we start the action towards Reshaping Finance and make sure that every child grow up to be empowered and equipped to gain employment, make wise financial decisions and understand their rights and responsibilities in their communities.



About This Toolkit

This toolkit is provided by the CYFI Secretariat. The Secretariat acts as an anchor of Global Money Week and coordinates, supports and facilitates the activities undertaken for the celebrations. This toolkit is intended to be used in preparation for the celebrations of Global Money Week. It provides an overview of potential activities that can be done for the celebrations, as well as how the CYFI Secretariat can support the activities.

Activities during Global Money Week can be organized at the National level, and at a Global level. In this toolkit we give ideas and suggestion for activities that can be undertaken at both level. It is aimed at inspire possible events and activities that can be included in the celebrations. We also encourage all celebrating countries and organizations to come up with their own activities and events to engage children, youth and their communities to bring about the action to Reshape Finance for the next generation.

An additional Print Pack is included with the toolkit. The Print Pack consists of all the printable promotional resources as well as example letter templates needed for the Global Money Week. These items include certificate of participation, pledge sheet, speech bubbles, bank survey form, feedback form, etc. It also provides information on how to engage children and youth in playing a role in coordinating activities and spreading awareness on the importance of financial education and inclusion for young people worldwide.



Global Activities

The Global Activities for Global Money Week are aimed at engaging children, youth and stakeholders at a global level. With the help of video conferencing, webinars, live streaming, the Global Money Week website and social media channels as well as media the activities are elevated to a global level and cross borders to take the celebrations around the globe.

Global Theme – The global theme aims to inspire the celebrations and activities during Global Money Week. The theme of 2014 is the Post 2015 Agenda: **What do children and youth want for their future?**

Connecting the World – Via online live streaming of the events that are taking place all over the world the national event are able to be shared on a global level to all that are celebrating.

Global Web Chat Café – In the Global Web Chat Café youngsters from different parts of the world are able to connect with one another via web chats and share their stories. It is an opportunities for kids to connect with their peers, share stories, learn about other parts of the world and inspire each other to save, learn about earning a living and much more.

VIP Talks – During the week we will organize live streamed talks by inspiring persons and invite kids to ask questions to them. This is a great opportunity for the youngsters all over the world to be able to connect with the persons that inspire them and ask the questions they care about.

Youth and Policy Makers Global Dialogue – Online chats between youth and policymakers such as governs of central banks and ministers of finance and education.

Youth Talks – Youth talking to youth or inspiring academics talk to youth about entrepreneurship, financial education or financial inclusion at their schools and universities around the world.

Global Savings Calculator – The online calculator is a fun way for children to share how much they are saving. Children entered how much they saved, converted their currencies, and learned savings rates worldwide.

Showcasing and Sharing – The activities that take place during the celebrations of Global Money Week will be showcased and shared all over the world.

There will be daily updates with initiatives and activities via

- The Global Money Week website
- Various social media channels
- Daily digest Newsletter reaching leaders and policymakers all over the world

CYFI Secretariat Support

All Global Activities are coordinated and supported by the CYFI Secretariat through dedicated staff and for each activity as well as committed support from the CYFI communication team. The secretariat will provide a calendar for countries to sign up for the Global Activities and easily coordinate these.



National Activities

Below are short summaries of some of the many inspiring events from around the world that children and youth previously have organized to celebrate Global Money Week on a national level.

Visits to banks – Children and youth visited banks and other financial institutions to learn about how they work.

Visits to the stock exchange – Children and youth visited stock exchanges, where some had the opportunity to ring the opening bell to signal the beginning of trade.

Workshops and lessons – Young people enjoyed financial education lessons in community centers, schools, and universities.

Talking to central bank governors – Many children shared their recommendations with the governors of their central banks.

Dialogue with policy makers – Through both in-person meetings and web conferences, children had the chance to discuss financial education and financial inclusion with policymakers.

Debates – Debates on financial education, employment issues, and entrepreneurship took place in schools.

Visit to money museums – Money museums opened their doors to youngsters to teach them about money and its history.

Publications – Resources to educate children about financial issues were made available through libraries and schools.

Contests and competitions – From poster-making contests to “financial football” competitions, children engaged in fun financial education and financial inclusion contests.

Theatre – Youngsters expressed themselves through theater and the arts.

Financial education games – Games were held as a fun way to learn about finance.

Radio talk shows – Broadcast media helped spread the Movement’s message.

Book bank – Special book banks were set up to spread financial knowledge to children.

Folk stories – Storytelling was used to impart financial literacy.

Exhibitions – Youngsters had the opportunity to display their artwork and projects in interactive exhibitions.

Cartoons – Cartoons and comic books helped to engage youngsters.



Youth budget to parliament – Children and youth presented their input on the youth budgets of their countries.

Learning from the market – Young entrepreneurs presented their efforts to central bank governors.

Pledge – Children unified their voices by signing pledge forms showing their commitment to child and youth friendly banking policies.

Research and Petition – Children researched the policies of the banks in their own countries to evaluate the child friendliness of their banking policies. Banks that did not meet the criteria were petitioned to remove the barriers that hinder minors from opening savings accounts.



CYFI Secretariat Support

The CYFI Secretariat offers support to activities at the National Level through:

- Assistance in establishing and coordinating Organizing Committees.
- Assistance in developing a timeline and an implementation plan.
- Social media strategies that support national and international initiatives.
- Provision of promotional material to use during the activities.
- Resources for assessing activity effectiveness with the participation of children and youth (e.g., surveys).

Planning Your Event in 6 steps

Including children and youth in the planning process is a great way to get them involved in Global Money Week. Below is a guide to help plan events within your community.

Step 1 - Create a Planning Team

3 months before the event

Early January 2014

Establishing a team of dedicated children and educators will help the event run smoothly. Any team, no matter the scope or size, can be part of the greater Global Money Week effort.

Form a team! Some potential positions include:

- **Event Leader** – Arranges meetings and guides team in decisions.
- **Volunteer Coordinator** – Involves other children in activities, and communicates with educators and parents for supervision and advice.
- **Activity Coordinator** – Manages the details and logistics of the event itself, and considers issues such as transportation and back-up plan.
- **Outreach Coordinator** – Promotes the event by engaging social media and the press. See page 15 for more details.
- **Event Historian** – Collects media such as photos, videos, interviews, and stories during both preparation and the event, and reports back to CYFI to share this media with others.

Step 2 - Choose an Event!

3 months before the event

Early January 2014

It is a good idea to start brainstorming about what type of activities and events you want to celebrate Global Money Week with. Use the list of activities presented in this toolkit as inspiration, but most of all - have fun with it! This is also a great opportunity to involve children and youth into the planning to get their ideas on what they would like to do during the celebrations.

As further inspiration you can also plan your events and activities around the Global Theme of 2014: Youth input for the Millennium Development Goals, to be set in 2015. Having children and youth consider the following questions can also help brainstorming:

- What do I save for?
- When can money have positive or negative repercussions?
- How can banks be more child and youth friendly?
- What recommendations do we have for the world's decision makers?

Step 3 - Plan the Event!

10 weeks before the event

Mid January 2014

Have children consider the logistics of the event, including venue, equipment, transportation, and budget. Discuss ways to save money and involve potential partners.

When choosing the date of your event, look for possibilities to coordinate with youth groups and other individuals.

For support in contacting financial institutions or hosting successful web conferences, consult the relevant sections of this toolkit.

Entrepreneurial Fundraising for Trips

Fundraising events can be hosted to finance trips or other activities in the Global Money Week celebrations, as well as charity. Children and youth can leverage their entrepreneurship skills to accomplish this, from running their own lemonade stands to offering services such as washing cars. When starting their own small businesses, children should consider factors such as starting capital, inventory, payback plans, and operating expenses.

Step 4 - Promote Event

Ongoing 8 weeks before the event

Late January to event

Market your event to reach a broad audience using any means at your disposal.

The use of posters and flyers, as well as social networking tools such as Facebook, Twitter, and YouTube will help to publicize both your activities and Global Money Week 2014.

Step 5 - Hosting the Event

Global Money Week

10th - 17th March 2014

Ensuring that the tasks of logistics, outreach, volunteer coordination and documentation are successfully accomplished guarantees a fun, educational, and ultimately successful event.

Step 6 - Sharing Your Experience

During Global Money Week and after events

10th - 17th March 2014

Having children and youth reflect on their experiences is a good way to consolidate their learning. Encourage them to think about the financial processes they observe and experience themselves.

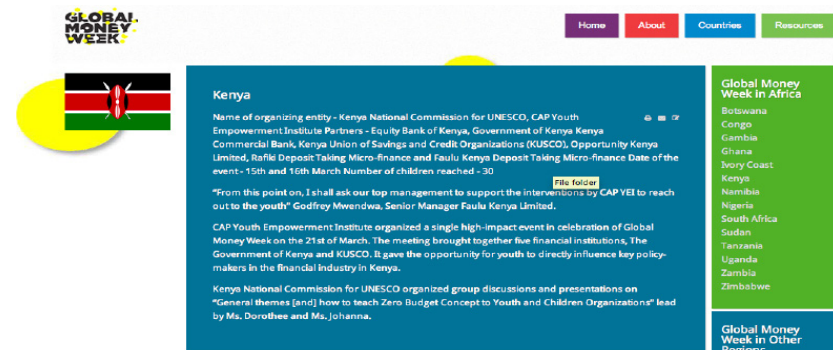
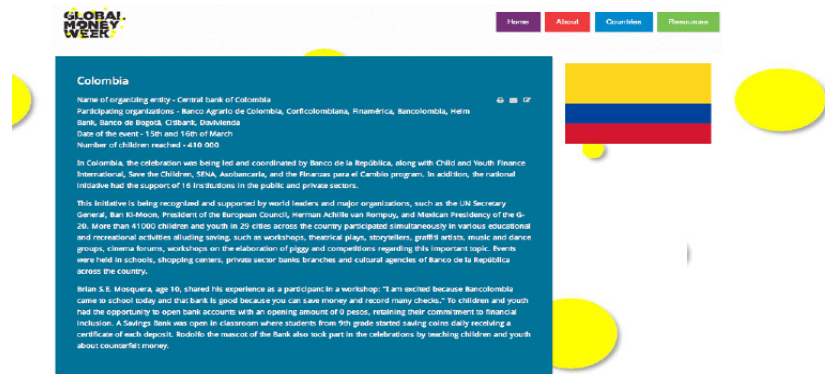
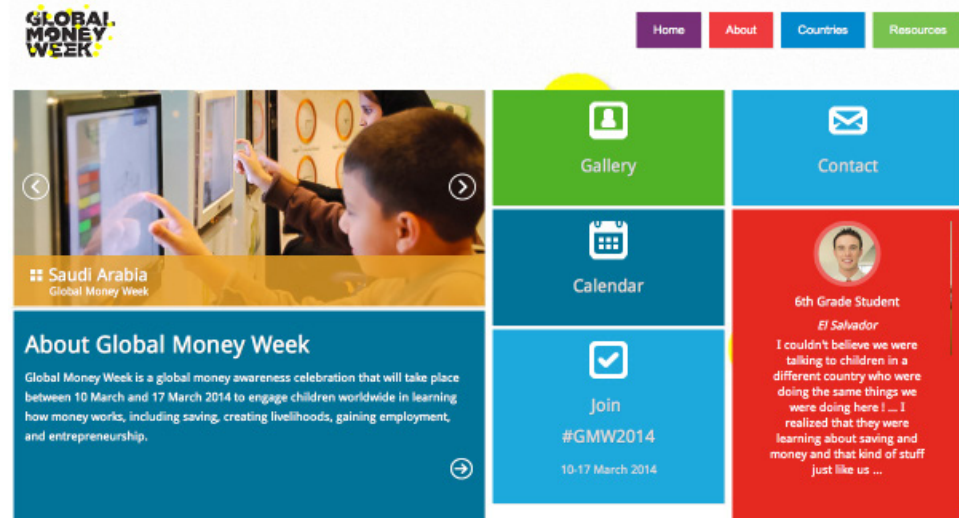
The Event Historian's role is to collect and share media with CYFI and others. Remember, the Global Money Week photo or message with the most likes and shares on Facebook or retweets on Twitter may be featured on the CYFI website.

Web conferences may also be held after the formal events of the week to allow children to compare and share their Global Money Week experiences.

Promoting Your Global Money Week

Global Money Week Website

On the Global Money Week website the CYFI Secretariat will set up a dedicated page for all participating countries where pictures, stories and news about the celebrations will be fed in to. Via a world map on the Global Money Week website visitors can easily navigate to the celebrating countries' page and find out more about their activities.



Global Money Week Champion Awards

Awards will be presented during Global Money Week to acknowledge the best projects carried out by children and youth in the area of financial education and financial inclusion. One Global Award and five Regional Awards will acknowledge the best overall and regional projects.

The submissions will be judged by a jury of financial experts. See our website for more information.

Assessment will be based on the following criteria:

- **Creativity:** Activities must be imaginative and innovative.
- **Excellence:** Activities should show a positive and inspirational attitude.
- **Commitment:** Candidate schools and organizations must show a long-term interest and motivation in finance education and financial inclusion.
- **Collaboration:** Candidate schools and organizations should work together with other institutions to organize their activities.
- **Impact:** Activities should have a positive impact on the community.



Promoting Your Global Money Week

Using Social Media for Your Own Event

Social networking platforms are an easy way to advertise both your event and Global Money Week. Outlets such as Facebook, Twitter, and YouTube can be used to publicize your event.

Sharing them in your own language is great, but consider sharing them in English so that they can be shared with the world.

Not sure what to post?

Here are some examples of messages you could share:

Global Money Week is important because.....

[#GlobalMoneyWeek](#) / [#GMW2014](#)

I save because.....

[#GlobalMoneyWeek](#) / [#GMW2014](#)

1,000,000 children. 80 countries. 403 organizations. Will you take part in Global Money Week 2014?

[#GlobalMoneyWeek](#) or [#GMW2014](#)

Share Our Pledge of Interest!

Throughout this week we are celebrating Global Money Week 2014. Today, less than 1% of all children in the world have access to financial education and financial inclusion. One billion children live in poverty. With appropriate support, children and youth can save and spend money responsibly.

Financially empowering children not only better their lives, but better the world.

I pledge to promote financial inclusion and literacy for children and expand child-friendly banking practices worldwide.

For more information, please visit www.childfinanceinternational.org www.globalmoneyweek.org

Blogs

Blogs can also be used to promote awareness of the Movement and the activities of Global Money Week.

Get creative!

The spirit of Global Money Week lies in creativity and innovation. We encourage participants to get creative with how they will spread awareness. Share photos, tags, articles, comments, videos, or quotes. You decide how the world hears about your activities!



Engaging Media

Getting in contact with your local media is one of the best ways to promote your event and spread awareness within your local community about Global Money Week 2014.

Press Releases

For contacting media you can send out press releases. These will consist of basic information about the event, and familiarize the public with your activities. In addition to contacting the press, try reaching other media outlets such as broadcast media and local newsletters. These press releases should be adapted to fit your own Global Money Week activities. You can find an example of a press release in the Print Pack.

Remember to specify the exact dates, locations, and numbers of children reached, and share it with CYFI.



“The visit to banks was really appreciated by headmasters in schools, and professional training centers. It widened the vision of young people about employment opportunities in banks. Children were amazed to discover video cameras in banks and get opportunities to talk to bank managers and other staff members. Some of them entered a bank for the first time, opened a bank account and got to save for their personal savings account.”

Spotlight from Togo, 2013

• • •

“These activities are useful for us because we get the opportunity to meet practitioners from different fields, individuals who represent models for us.”

School-aged child from Romania, 2013

• • •

“The students were so pleased with the presentations that they asked the relevant institutions to make monthly presentations on more topics on financial literacy.”

Activity organizers in Albania, 2013

• • •

“This is exactly how I think initiatives for young people should be: exciting, diverse, and interesting.”

Junior Finance Coach, Germany, 2013

Print Pack - Printable Promotional Resources

Print Pack is an additional document to the Global Money Week Toolkit. Print Pack consists of all the examples of printable promotional resources as well as letter templates that are there to guide you.

Print Pack includes the following:

- 1) Example Press Release for Reaching Out to Media
- 2) Example Letter for Contacting Financial Institutions
- 3) Checklist for Global Money Week
- 4) Certificate of Participation
- 5) Pledge Sheet
- 6) Speech Bubble: I save because..
- 7) Speech Bubble: The best thing about Global Money Week is..
- 8) Global Money Week 2014 Bank Investigator Survey Form
- 9) Feedback Form

How to access to the Print Pack?

A **Virtual Print Pack** can be found on the www.globalmoneyweek.org

Print Pack consists of:

1) Example Press Release for Reaching Out to Media
Contact with local media is one of the best ways to promote your event and spread awareness within your local community about Global Money Week 2014.

A press release will include basic information about the event, and will also familiarize the public with your activities. In addition to contacting the press, try

reaching other media outlets such as broadcast media and local newsletters. This template press release should be adapted to fit your own Global Money Week activities. Remember to specify the exact dates, locations, and numbers of children reached, and share it with CYFI.

2) Example Letter for Contacting Financial Institutions
Visiting banks, stock exchanges, and other financial institutions is an excellent way for children to learn how these institutions operate. You may send a template letter to requesting a visit or educational dialogue.

3) Checklist for Global Money Week

Keep this checklist and follow the deadlines to host successful Global Money Week 2014 celebrations!

4) Certificate of Participation

To thank the participants who took part of the Global Money Week.

5) Pledge Sheet

Using multiple sheets can get as many people as possible sharing their commitment to the goals of Global Money Week.

6) Speech Bubble: I save because..

Complete with why you as an individual or organization have chosen to participate in Global Money Week. Large groups may want to laminate their speech bubbles to be filled out with dry erase makers for multiple uses.

7) Speech Bubble: The best thing about Global Money Week is..

Complete with why you as an individual or organization have chosen to participate in Global Money Week. Large groups may want to laminate their speech bubbles to be filled out with dry erase makers for multiple uses.

8) Global Money Week 2014 Bank Investigator Survey Form

Bring this form on trips to any financial institutions. Remember, that we ask you to visit two different banks so that we can get valuable information about which bank offers the best services for children and youth.

9) Feedback Form

Any feedback you give us would be much appreciated and can be used to make future Global Money Weeks even better.



Connecting With Us

Joining Our Social Media Conversation

Join Child and Youth Finance International in spreading awareness through social media channels.



Facebook

Like the ChildFinance page on Facebook to stay informed and share relevant developments. Use the hashtag [#GMW2014](#) or [#GlobalMoneyWeek](#)



Twitter

Follow us on Twitter [@GlobalMoneyWeek](#) and [@ChildFinance](#). Use the hashtag [#GMW2014](#) or [#GlobalMoneyWeek](#)



YouTube

Watch, comment on, and share our YouTube videos to learn more about CYFI and get inspired.



Email Us

You can also email content (such as articles, comments, or photos) and share questions with the CYFI Secretariat at info@childfinance.org. These may be featured on our website.

Website

In the weeks leading up to Global Money Week, we will be posting content on the CYFI and the Global Money Week websites. www.childfinanceinternational.org
www.globalmoneyweek.org

"I couldn't believe we were talking to children in a different country who were doing the same things we were doing here! Even though I didn't understand some of their words, I realized that they were learning about saving and money and that kind of stuff just like us here. I liked that we looked like we were on a TV show."

6th grade student in El Salvador, referring to the videoconference with children and youth from Peru and The Netherlands, 2013

Child and Youth Finance International

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Child and Youth Finance International (CYFI) lead the world's most extensive child and youth finance Network, that together makes up the Child and Youth Finance Movement. We connect Ministries and Governments, CEOs, heads of NGOs, financial institutions and children. By aligning and coordinating efforts of organizations all over the world the Movement is able to share resources, model best practices and empower each other to reach the target of the Movement: Reaching 100 million children in 100 countries by 2015 with financial inclusion and financial education to make sure that every child and youth have access to a basic savings account and the financial knowledge and skills needed to operate this account. By doing this we aim to give the adults of tomorrow the tools to lead lives free from poverty and financial instability.

Stay connected with us

Website: www.childfinanceinternational.org

Facebook: **ChildFinance**

Twitter: **ChildFinance**

LinkedIn: **Child and Youth Finance International**

To read our publications, please visit: www.childfinanceinternational.org/movement/publications

Global Money Week

Global Money Week is a global celebration that is taking place in the second week of March each year. The Week engages children and youth worldwide in learning how money works, including saving, creating livelihoods, gaining employment, and entrepreneurship. Countries and organizations all over the world participate by engaging children and youth in activities such as global web chats, visits to banks, ringing the bells at the stock exchange, radio shows and cartoons and much more.

Stay connected with us

Website: www.globalmoneyweek.org

Facebook: **Global Money Week**

Twitter: **GlobalMoneyWeek**

Finance & Me

Finance & Me is a platform initiated by Child and Youth Finance for children and youth to take action in reshaping the future of finance. It allows for youngsters to stay informed about the latest Child and Youth Finance Movement activities going on around the globe so they can remain active and involved in the Movement. Finance & Me also serves as a bridge between young people and adults as children and youth are encouraged to utilize this platform to share their experiences and voice their opinions.

Stay connected with us

Website: www.financeandme.org

Facebook: **Finance & Me**

Twitter: **FinanceandMe**

YouthTech

YouthTech is a blog where Child and Youth Finance International (CYFI) shares technological innovations around the topic of financial inclusion and education for children and youth. It provides a platform where experts within the CYFI network and beyond engage in discussions about the potentials of technology in enhancing financial capability of children and youth. Moreover, YouthTech also serves to share best practices and to document how technology is shaping the Child and Youth Finance Movement. We hope this will contribute to the understanding of what is needed for technology to make a difference in the current financial inclusion and education landscape and the ways of turning it into a reality.

Stay connected on the blog: www.youthtech.info