

# GMW Prep Talk

Join Global  
Money Week!

The 5th Anniversary

**GLOBAL  
MONEY  
WEEK**

14-20 March, 2016

#GMW2016

#GlobalMoneyWeek

#TakePartSaveSmart

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# What are we going to discuss?

- 1 About Global Money Week
- 2 GMW 2016 Theme
- 3 GMW Growth from 2013-2015
- 4 GMW Ideas Bank: Suggestions for Your Activities
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# Join Global Money Week!



## Save the Date! 14-20 March, 2016

- 1 Global Money Week (GMW)** is a global celebration, with events and activities aimed at inspiring children and youth to learn about **money, saving, creating livelihoods, gaining employment** and **becoming an entrepreneur**.
- 2 The goal** is to raise awareness of financial education, teach children and youth about money matters through fun and interactive activities.
- 3 When?** GMW takes place every year, during the second week of March.
- 4 Where is Global Money Week happening?** **Everywhere.** GMW is an international Week – with many events, activities, projects, launches and competitions taking place in over 100 countries.
- 5 Who can get involved in Global Money Week?** **Anybody. Anywhere. Anytime.** Whether you are a student, undergraduate, postgraduate, parent or guardian. Whether you are from an educational institution, financial authority, NGO, government institution, company, or community organization.

### **6 Would like to participate? How?**

Get in touch with your respective CYFI Team member or fill in the GMW contact form here:  
[www.globalmoneyweek.org/Information/contact.html](http://www.globalmoneyweek.org/Information/contact.html)



## GMW 2016's theme is 'Take Part. Save Smart!'

In 2016, GMW continues the focus on the importance of saving .

**Why? Because:** it is important for children and youth to learn and take part in clever cost-careful habits from an early age, in order to avoid financial exclusion and develop key money-managing skills for later in life.

**Take Part** and help the next generation to **Save Smart!**

*Do you save?*



# GMW Growth from 2013-2015

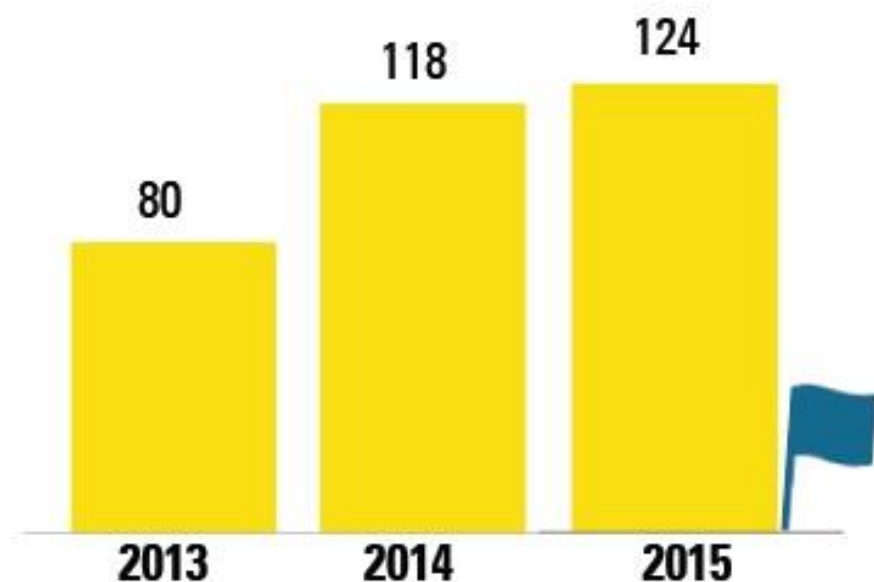


Figure 1: Number of participating countries

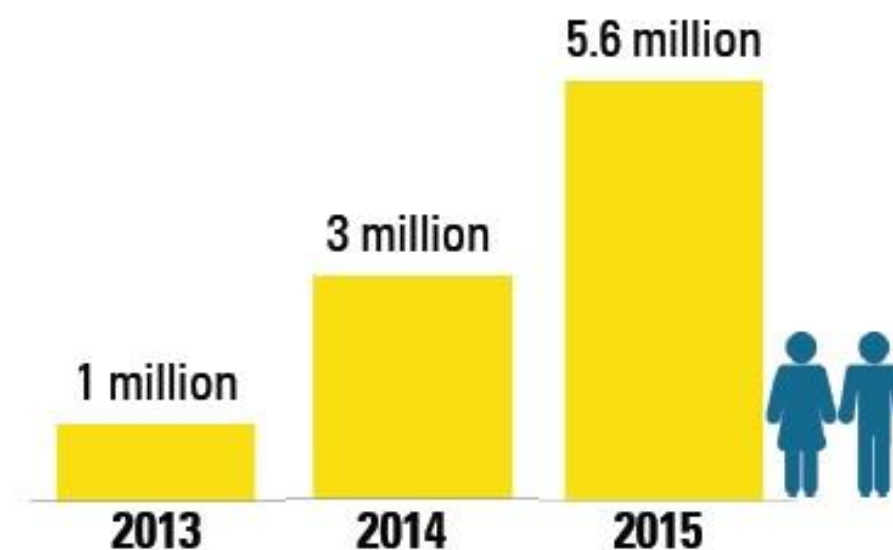


Figure 2: Number of children & youth participants

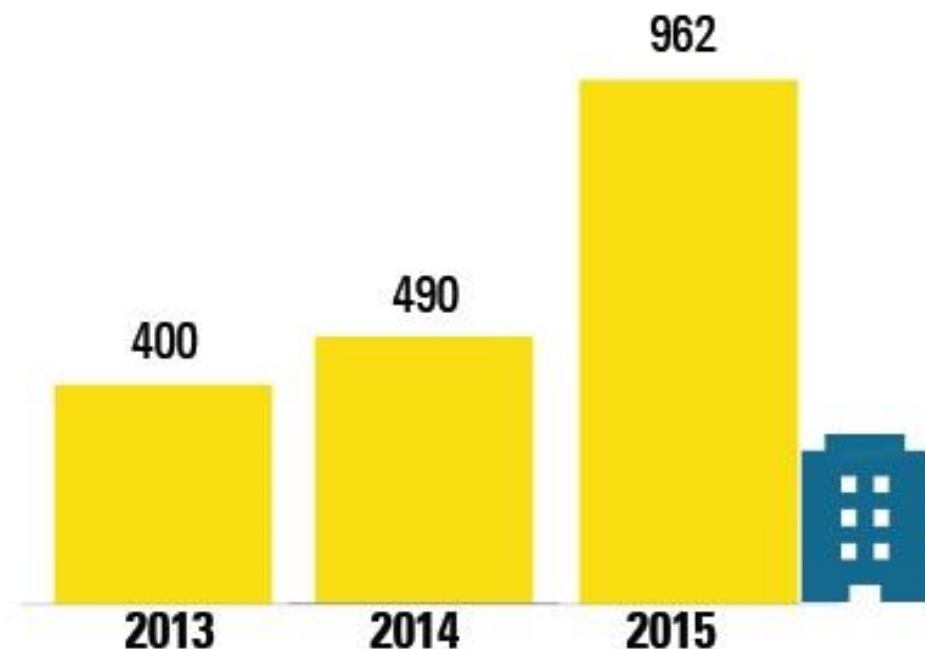


Figure 3: Number of participating organizations

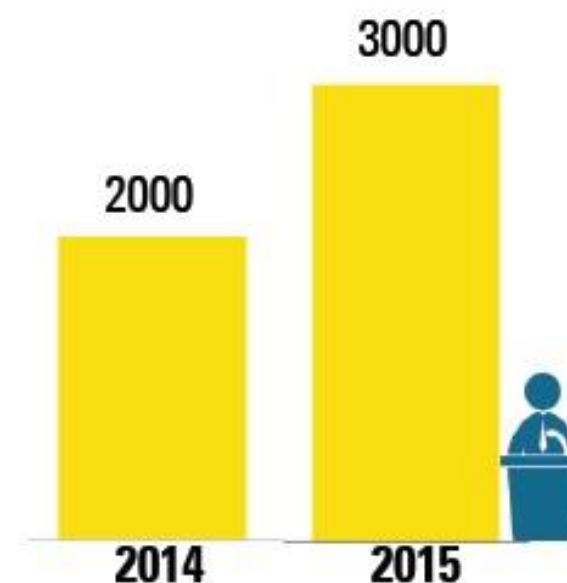


Figure 4: Number of GMW activities

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



## Suggestions for Your Activities

There are no limits to what you can do. You can organize a one day activity, or various events throughout Global Money Week 2016.

Below are 8 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
- 8 or, join CYFI global activities



## 1 As a government or governmental department

- 👍 **Endorse the Global Money Week Campaign!**  
Launch the campaign with a press conference.
- 👍 **Organize round table meetings** with national and international stakeholders involved in financial education programs in your country.
- 👍 **Organize TV/ Radio shows** to engage with the general public throughout the Week
- 👍 **Hold a public meeting or formal debate**
- 👍 **Plan organized visits to schools**
- 👍 **Organize an Open Day for students and youth groups at the parliament.**





## 2 Involve students and youth

👍 **Connect with schools and create ‘an inspiration class’ program** by inviting successful young entrepreneurs, experienced businesspeople, and CEOs to schools and universities.

👍 **Support trans-national youth group exchanges**

Provide support and advice to youth groups visiting another country, to take part in activities related to financial education during GMW!



👍 **Launch various national competitions** and get them involved in financial topics, e.g.

- drawing competitions on ‘My dream money’, ‘My dream bank’,
- 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’
- Photo competitions
- Song competitions, etc.



## 3 Involve parents and guardians

👉 **Hold workshops to 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** explaining how they can teach their children financial literacy at home.

### 👉 **Invite parents to sessions**

Invite parents to bring their children to a relevant Ministerial Department or plenary session, or to a national bank, so they can take part in an interactive session and understand how financial decision-making works.

👉 **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

### 👍 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 publicise 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.

👍 **Approach well-known people** to get involved in your events and raise awareness on the importance of financial education and inclusion of young people in your country!





## 5 Involve teachers and schools

### 👍 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.



👍 Include Economic Citizenship Education (ECE) in the national school curriculum



## 6 Involve financial institutions

👍 **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.

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



👍 **‘Insurance 101’ workshop**

Collaborate with insurance companies to hold an ‘Insurance 101’ workshop at a local community center, school, or library to provide youth with basic definitions and offer an interactive ‘insurance match’ session where they can link real-life scenarios to different policies, so they can understand the role which insurance plays in savings and security.



## 7 Involve businesses



👍 **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.

👍 **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.

👍 **Collaborate 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!



# Join CYFI Global Activities



👍 **Prep talks** - Prior to GMW we hold Prep Talks (online webinars via WebEx) to help you get ready for your GMW2016.

👍 **GMW Launch Event on March 14!**  
Stay tuned for more information about our global GMW launch event – we will be posting important information and updates on the GMW website, and on GMW & CYFI social media channels.

👍 **Ring Around the World**  
As part of the Global Money Week tradition, Stock Exchanges around the world will launch the GMW celebrations by inviting children and youth to ring their stock exchange bell! **38 Stock Exchanges** celebrated and took part in GMW2015.

👍 **World's Largest Piggy bank**

We are aiming to beat the current record for the World's Largest Piggy bank!

Are you up for the challenge? We are inviting you to join up with your family, friends, communities, country, and others across the world to create the most save-tastic Piggy Bank ever! Let's beat the current world record – a Piggy Bank which is 8.03 metres long, and 5.58 metres tall!





# Win GMW2016 Award



Every year the CYFI Team holds an awards ceremony, to celebrate the efforts and achievements of the individuals, groups, institutions and organizations who work to raise awareness about the importance of financial literacy for children and youth.

**Who can participate? What is the timeline? What are the categories? Where to apply?**

Read more here: [www.globalmoneyweek.org](http://www.globalmoneyweek.org) 'Events' section

👍 **Criteria:** excellence, accountability, creativity, partnership, sustainability, track record, impact, outreach, and cost-effectiveness – so make sure your GMW efforts are recognised, and get your nominations in for the 2016 Awards!



# 6 Steps for Your Successful Event



Step ① **Create a Planning Team**

Step ② **Choose an Event!**

Step ③ **Plan the Event!**

Step ④ **Promote the Event**

Step ⑤ **Hosting the Event**

Step ⑥ **Sharing Your Experience**



## 👉 **Tips for planning your GMW event!**

- Save the Date: March 14-20, 2016. Don't forget to schedule 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](http://www.globalmoneyweek.org) 'Resources' section
- Get inspired by earlier GMW celebrations by reading GMW Report 2015, GMW Report 2014 and GMW Report 2013. You can find these reports here: [www.globalmoneyweek.org](http://www.globalmoneyweek.org) under 'Resources' section



# How to work with the media?



- Identify the story you want to tell
- Communicate your message effectively
- Create media outreach materials
- Create a media list for contact
- Prepare a media kit for journalists

👉 **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 GMW 2016, and about the Child and Youth Finance Movement.

For more information on working with media, visit [www.globalmoneyweek.org](http://www.globalmoneyweek.org) ‘Media’ section



# GMW Channels & Social Media



## [www.globalmoneyweek.org](http://www.globalmoneyweek.org)

Check out the Global Money Week website for more information on activities, participating countries, media and previous GMWs. Don't forget to download our useful materials under the 'Resources' section, to help you to plan your GMW events.

## [GlobalMoneyWeek](https://www.facebook.com/GlobalMoneyWeek)

Like the Global Money Week and ChildFinance page on Facebook to stay informed and share updates. Use the hashtags #TakePartSaveSmart #GlobalMoneyWeek #GMW2016

## [@GlobalMoneyWeek](https://twitter.com/GlobalMoneyWeek)

Follow us on Twitter @GlobalMoneyWeek and @ChildFinance. Use the hashtags #TakePartSaveSmart #GMW2016 #GlobalMoneyWeek

## [GlobalMoneyWeek & ChildFinanceInternational](https://www.youtube.com/GlobalMoneyWeek)

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

## [GlobalMoneyWeek & ChildFinanceInternational](https://plus.google.com/GlobalMoneyWeek)

Follow us on Google+ to connect with relevant GMW news and updates.

## [GlobalMoneyWeek](https://www.instagram.com/GlobalMoneyWeek)

Follow us on Instagram @GlobalMoneyWeek. Share your GMW photos and videos by using hashtags #GMW2016 #GlobalMoneyWeek #TakePartSaveSmart



# Helpful GMW Materials

👍 **GMW Toolkits** are guidebooks that 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:

- 📄 Corporate companies,
- 📄 SMEs & entrepreneurs,
- 📄 Financial institutions,
- 📄 Universities, students & alumni
- 📄 Teachers & schools,
- 📄 Government institutions,
- 📄 Parents & guardians,
- 📄 Civil society,
- 📄 Youth





# Helpful GMW Materials



## 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 Global Money Week 2015 event. The Print Pack consists of printable promotional resources as well as letter templates designed to be tailored to the information about your group or organization and event. They will save time so you can focus more on the content than the format.

### What is in the Print Pack?

- 1 Example press release for reaching out to the media
- 2 Example letter for contacting financial institutions
- 3 Checklist for Global Money Week
- 4 Certificate of Participation
- 5 Printable Speech Bubbles: “I save because...” and “The best thing about Global Money Week is...”
- 6 Feedback Form

### How to access the Print Pack?

The Print Pack can be found online at

[www.globalmoneyweek.org](http://www.globalmoneyweek.org) 'Resources' section



## Get Inspired by Earlier Global Money Week Celebrations


CYFI has published 3 GMW reports:

- GMW Report 2015
- GMW Report 2014
- GMW Report 2013




# Helpful GMW Materials



 **GMW Brochure 2016** is a two pager that you can use in events prior to the GMW2016 so you can promote the Week and raise awareness about it! Available in different languages!

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 **GMW FAQs** is a two-pager that answers all the questions about the Week and gives you an overview about the facts, figures and CYFI. It is a document that briefly explains what Global Money Week is, when it takes place, who can participate and what happens during the week. It is available in different languages!

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## **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.

 All these materials are downloadable here:  [www.globalmoneyweek.org](http://www.globalmoneyweek.org) 'Resources' section or  [www.childfinanceinternational.org/programs/publications](http://www.childfinanceinternational.org/programs/publications)

# Join with CYFI Team's other projects!




## Ye! for Young Entrepreneurs

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

✔ [www.yecommunity.com](http://www.yecommunity.com)  [theyecommunity](https://www.facebook.com/theyecommunity)  [@ye\\_community](https://twitter.com/ye_community)



## CYFI Youth

CYFI Youth is a platform initiated by Child & Youth Finance International for children and youth to take action in reshaping the future of finance. Here youth can get to know about CYFI Youth Meetings and Awards, the CYFI Youth Committee and internships at CYFI. ✔ [www.cyfiyouth.org](http://www.cyfiyouth.org)  [CYFIYouth](https://www.facebook.com/CYFIYouth)

 [@CYFIYouth](https://twitter.com/CYFIYouth)

## SchoolBank

SchoolBank 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

Despite being in its initial phase (having started end of 2014), SchoolBank has engaged over 100 stakeholders in the project in more than 30 countries. The pilots are already being rolled out.







**Any questions?**

# Thank You!

## Stay in Touch!

✓ [www.childfinanceinternational.org](http://www.childfinanceinternational.org)

f ChildFinance

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## Connect with GMW!

✓ [www.globalmoneyweek.org](http://www.globalmoneyweek.org)

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