

The 5th Anniversary

Take Part. Save Smart!

# GLOBAL MONEY WEEK TOOLKIT

## FOR GOVERNMENT INSTITUTIONS

14-20 March, 2016

Let's Empower Children & Youth!



# GLOBAL MONEY WEEK

Powered by Child & Youth Finance International

# Welcome To GMW2016

**Global Money Week (GMW)** aims to raise awareness about the importance of financial literacy, and the economic and social inclusion of youth in order to secure their futures - and YOU can get involved to provide a safer tomorrow, today!

Do you save money?



Do you save water?



Do you save energy?



Do you save for your health?



Do you save time?



Do you save for the future?



## Why is Saving Essential for Us?

We all save. We all save differently. No matter what age we are, saving is a big part of our lives. Smart saving helps us to create a brighter future for all of us.

We believe children and youth should be the next generation of empowered economic citizens, capable of understanding the importance of saving, and equipped with the skills to get a job or create their own livelihoods. By empowering children and youth, we can help them to create positive prospects for themselves, their families and their communities.



## Join Global Money Week!

How? Get in touch with the CYFI Team at [info@childfinance.org](mailto:info@childfinance.org) or fill in the GMW contact form here: [www.globalmoneyweek.org/Information/contact.html](http://www.globalmoneyweek.org/Information/contact.html)

Let us know how you would like to take part in #GMW2016. We will provide support and resources, or can connect you with events going on in your country!

Don't forget to follow us in social media and check out the GMW website: [www.globalmoneyweek.org](http://www.globalmoneyweek.org)

👉 Read further in 'Section 5' and 'Section 7'

## Suggestions for Ideas

The sky is the limit – you can join in with an existing event or plan your own GMW activities!

**VISITS** • Welcome student groups at the parliament, the Ministry of Finance, Ministry of Education and the Ministry of Youth Affairs and Sports, so that they can learn about why and how policy decisions are made.

**ART & CREATIVITY** • Hold a photo, essay, or drawing competition around creative GMW themes

**GAMES & COMPETITIONS** • Make a special exhibitions on money-related topics • Organize a Product Innovation Competition fair • Lead a Business Venture Competition where students sell a products as a team

**EDUCATION & PROJECTS** • Hold an inspirational talk program to provide students with tips for getting started in the world of business 👉 Read further in 'Section 2'

## World's Largest Piggy bank



As one of our global activities this year, 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! Read more in section 'Join our Global Activities.' 👉 Read further in 'Section 2'

## About the GMW Toolkit

This Toolkit is a guidebook to help you plan your Global Money Week (GMW) events and activities in your country. It provides an overview of Global Money Week, the Child and Youth Finance Movement, and how to ensure that children and youth in your community participate and learn more about finance and entrepreneurship!

### Who is this Toolkit for?

**This Global Money Week Toolkit is for government institutions interested in getting involved in GMW.**

In addition, 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

### What can you learn from this Toolkit?

This Toolkit provides an introduction to GMW and the Week's worldwide celebrations, inspiration for how you can get involved and planning your event, useful information and helpful resources, as well as links to GMW channels and details on how you can share your activities with the CYFI Team. The Toolkit is ultimately intended to help you to engage with children, youth, their parents and communities, and spark the action needed to reshape finance for the next generation.

### Where to find the GMW Toolkits online?

GMW Toolkits are available for download online here:

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

## SECTION 1

# Learn About Global Money Week

### What is Global Money Week (GMW)?

Global Money Week (GMW) is a worldwide celebration with local and regional events and activities aimed at inspiring children and youth to learn about money, saving, creating livelihoods, gaining employment, and becoming an entrepreneur.

### What is the goal of GMW?

While the celebrations of GMW are concentrated in one week every year, the ideas, events, and lessons learned are intended to have a long-lasting impact. The goal is to promote the importance of financial literacy and the inclusion and empowerment of youth, in an effort to reshape finance and tackle the poverty trap that results from inadequate resources, knowledge, and education.

### When is GMW taking place?

Global Money Week is held annually during the 2nd week of March. GMW 2016 celebrations will take place worldwide from March 14-20.

### Who organizes GMW?

It is coordinated, supported and facilitated by the Child & Youth Finance International (CYFI) Team, but the events themselves are organized by schools, universities, financial institutions, government ministries, central banks, members of the civil society and communities of active youth worldwide.

### Why celebrate GMW?

Your participation brings the world one step closer to ensuring financial inclusion for every child with access to financial services, the ability to develop money-managing skills, and the opportunity to have a reliable source of income.

### Where can I find more information about GMW?

- ✓ [www.globalmoneyweek.org](http://www.globalmoneyweek.org)
- f [GlobalMoneyWeek](#)
- t [@GlobalMoneyWeek](#)
- yt [GlobalMoneyWeek](#)
- g+ [GlobalMoneyWeek](#)
- ig [GlobalMoneyWeek](#)

#TakePartSaveSmart  
#GlobalMoneyWeek  
#GMW2016



## KEY FIGURES AND FACTS: GMW GROWTH FROM 2013 - 2015

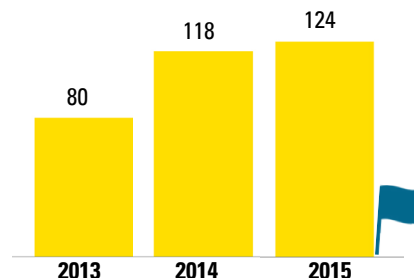


Figure 1: Number of participating countries

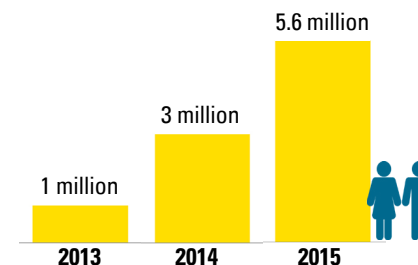


Figure 2: Number of children & youth participants

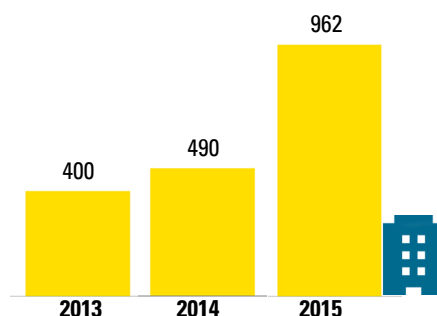


Figure 3: Number of participating organizations

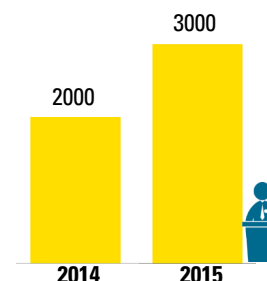


Figure 4: Number of GMW activities

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

## Global Money Week 2016 Theme

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

This year, Global Money Week continues the focus on the importance of saving – taking part in smart savings behavior helps children and youth to secure their futures.

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

Taking part in smart saving today offers a safer tomorrow; but how can we achieve this? Empower children and youth!

Global Money Week is an opportunity for everyone to get involved:

- Businesses and corporate companies - engage with future customers and encourage economic inclusion
- Policy makers and financial institutions - enable children and youth to access financial services
- Civil society and schools - organize money awareness events in your communities
- Parents and families - talk about money management with your kids
- Children and youth - have fun learning!

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

## SECTION 2

# Suggestions for Your Activities

**Take Part! Begin a Local Activity. Join the Global Activities! Or, do both!**

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 What can you do during GMW?

As a Government or governmental department, there is so much you can do to help to promote financial education and inclusion of children and youth at national level, and in the international community. Here are a few suggestions for interactive events and activities you could plan:

#### 👍 Endorse the Global Money Week Campaign!

Government representatives (like the President, Ministers, or the Governor of the central bank,) can become the sponsors/ official endorsers of the Global Money Week campaign and launch the campaign with a press conference in the Central Bank/Ministry symbolic location in the country.

#### 👍 Organize round table meetings

Organize round tables with national and international stakeholders involved in financial education programs in your country - assess the efficacy of the programs and improvements which can be made to last year's GMW results. Take the opportunity to raise awareness about the work done by your working group, under your organization's leadership.

#### 👍 Organize TV/ Radio shows

Organize TV/Radio shows to engage with the general public throughout the Week – highlight your efforts and help to raise awareness about the importance of financial inclusion!



#### 👍 Hold a public meeting or formal debate

Engage with policy-makers and youth - hold a public meeting or formal debate to raise awareness about child and youth finance issues. Plan a time for the forum, where young people can meet, hear from, and share ideas with leaders and policy-makers in their area.

#### 👍 Visit schools

Plan organized visits to schools - Politicians, Governor of Central banks, and relevant people from the ministerial departments can speak with the students about their career, emphasizing topics such as personal development, responsibility, learning, creativity, teamwork, savings, planning and money.



#### 👍 Organize an Open Day

Organize an Open Day for students and youth groups at the parliament. Young people could visit parliament buildings, or come along to relevant departments - such as the Ministry of Finance, Ministry of Education and The Ministry of Youth Affairs and Sports - to learn more about how they work, as well as why and how policy decisions are made.

EXAMPLE OF INTERACTIVE EVENT FOR GMW2016

### Participatory Budgeting

A valuable way to educate and engage youth in economic citizenship is to actively involve them in decision-making; to understand how policies are made, and the impact these decisions have.

So why not hold a Youth Panel for Participatory Budgeting, where a group of selected youth participants are provided with a sum of money, and can choose which projects the money is allocated to from a list of suggestions. This interactive session offers several opportunities:

- Educating the youth group involved on how governance and budget allocation works at the national and regional level
- Encouraging understanding of the need to plan for financial spending
- Including the voters of tomorrow in democratic deliberation and governance
- Empowering young people, and allowing them to contribute to decisions that make a difference!

👍 **Tip!** Why not engage with other relevant government departments - such as the Ministry of Education, Ministry of Finance, Ministry for Children and Youth, or equivalent in your country - to link up your GMW efforts!

👍 **Tip!** Acknowledge young talents and winners of competitions at a special GMW2016 Awards Celebration in your country!



## 2 Involve students and youth

Young people are integral to the goals of GMW and the wider aim of the CYF Movement in creating economically literate and empowered citizens – youth are the future, so get students and youth in your country involved to raise awareness about the importance of financial education and economic inclusion.

### 👍 Create ‘an inspiration class’ program

Create ‘an inspiration class’ program by inviting successful young entrepreneurs, experienced businesspeople, and CEOs to schools and universities. These ‘success stories’ can exchange ideas directly with students and young people, to inspire them to start working hard to get their dream jobs.

### 👍 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! As well as learning financial literacy through activities abroad, working with a budget for the trip offers the opportunity for youth to develop money-management skills.

### 👍 Launch various national competitions

Launch various national competitions to engage with youth in your country and get them involved in financial topics.

- Organize drawing competitions around creative themes like: ‘My dream money’, ‘My dream bank’, ‘My money tree with dreams’, to capture the artistic talent of youth - then display the posters, banners and pictures at a special GMW2016 exhibition at the local museum, or at one of the parliament buildings.

- Engage with budding writers through 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’. The winning articles can be published throughout the GMW celebrations in local newspapers, youth magazines or on your website.

👍 **Tip!** Young people can get involved in CYFI Youth!

👍 **CYFI Youth** is a platform initiated by CYFI for children and youth, to take action in reshaping the future of finance. It allows for youth to stay informed about the latest Child & Youth Finance Movement activities around the globe. CYFI Youth also serves as a bridge between young people and decision-makers, as children and youth are encouraged to utilize this platform to share their experiences, and voice their opinions.

Visit the CYFI youth website to learn more 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)

## 3 Involve parents and guardians

Parents and guardians are often the decision-makers about activities their children take part in, and the knowledge they receive. Getting parents and guardians involved in your GMW provides a great opportunity in advancing the financial literacy and economic inclusion of youth in your country!

### 👍 Hold workshops

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

Provide parents with resources explaining how they can teach their children financial literacy at home – see our tip box below for examples of key financial words for children and youth.

### 👍 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

Civil society organisations often offer access to individuals and communities at a grassroots level. Linking your GMW activities with civil society provides the opportunity to reach a greater audience and ensure inclusion of people from a variety of communities, backgrounds and interests.

### 👍 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. Get young people engaged in the discussion about money by holding formal debates that will inspire them to express their opinions about the topic.

### 👍 Approach well-known people

Civil society organizations often have a public-figure as an ambassador, and they may be willing to get involved in your events or raise awareness on the importance of financial education and inclusion of young people in your country!

👍 **Tip!** Collaborate with relevant youth-oriented organizations and institutions in your community or country, to boost the impact of your events and activities and promote the importance of financial education for youth.



## Example Learning Programs for Money Lessons for Students

Early Childhood Education Levels	Primary Education Levels	Secondary Education Levels
Introducing basic financial terms and linking to early life experiences which young children can relate to, in order to foster understanding and awareness. Encourage the development of early money management skills.	Use of more complex economic concepts in relation to the nuanced understanding of older children and teenagers. Aim to promote understanding of the importance of saving, and prepare for situations youth will encounter when they join the workforce.	Inclusion of 'real life' scenarios and consequences with teenagers and young adults. Reinforce the importance of careful spending and economic decisions as they begin to embark on independent financial decisions.

### 5 Involve teachers and schools

Teachers are integral to the education of children – getting them involved in GMW presents a valuable chance to teach youth about financial literacy and money management!

#### 👍 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. This way youth can learn more about how these institutions work and ask the questions they are curious about.

#### 👍 Include ECE in the national school curriculum

Include Economic Citizenship Education (ECE) in the national curriculum for schools - we have created PowerPoint presentations on learning programs, which have been specifically adapted for the three key age groups shown above. These presentations 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 teaching lessons.

👍 **Tip!** Stay tuned for the learning program package (including slides and instructions) becoming available on the Global Money Week website

- You can find more information on ECE here: [www.childfinanceinternational.org/programs/economic-citizenship-education](http://www.childfinanceinternational.org/programs/economic-citizenship-education)
- If you are interested in CYFI involvement in financial education development, CYFI publications 'A Guide to Economic Citizenship Education' and 'Economic Citizenship Education Curriculum Assessment: Sample Curriculum' are accessible here: [www.childfinanceinternational.org/movement/publications](http://www.childfinanceinternational.org/movement/publications)



## 6 Involve financial institutions

Banks, insurance companies and stock exchanges are vital to the GMW celebrations and broader CYF Movement – our goal is to ensure every young person has access to the formal financial system. It is a great idea to connect with financial institutions in promoting the importance of financial literacy and economic inclusion in your country.

### 👍 Hold a savings campaign

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. They would have the opportunity to ring the opening or closing bell, which signals the beginning or end of the day's trade, in honor of Global Money Week.

### 👍 '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.

### 👍 Connect with young entrepreneurs

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

## 7 Involve businesses

Collaborating with corporate companies, local businesses and entrepreneurs offers the chance to link with well-known companies and successful entrepreneurial role models. Encouraging the involvement of businesses in GMW allows you introduce the future customers and business-people to financial literacy and economic inclusion from an early age

### 👍 Collaborate with local businesses

Work 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!.

### 👍 Organize discussion panels

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.

### 👍 Hold a lunch networking event

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.

👍 **Tip!** Skills and values for good employees that children and youth could learn more about:

- Communications Skills (listening, verbal, written)
- Analytical/Research Skills • Flexibility/Adaptability/
- Managing Multiple Priorities • Interpersonal Abilities
- Leadership/Management Skills • Multicultural Sensitivity/ Awareness • Planning/Organizing
- Problem-Solving/ Reasoning/Creativity • Teamwork
- Languages



👍 **Tip!** Connect businesses with entrepreneurs through CYFI initiative:

👍 **Ye! for Young Entrepreneurs** is a global 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.

- 📌 [www.yecomunity.com](http://www.yecomunity.com)
- 📌 [Ye Community](#) 📌 [@ye\\_community](#)

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



## SECTION 3

# Win GMW2016 Award

## YOU can win GMW2016 Country 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.

We select our winners based on the following 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!


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

### Where to read about previous GMW winners?

Inspiring stories of previous GMW award finalists can be read in 'Summit Report 2013: The Second Child and Youth Finance International Summit and Awards Ceremony' and 'Annual Meeting Report 2014: A Chance for Change: Child and Youth Finance and the Post-2015 Agenda.'

The link to these reports can be found here:

✔ [www.childfinanceinternational.org/movement/publications](http://www.childfinanceinternational.org/movement/publications)

 **Tip!** 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.



## 8 Join our Global Activities!

As well as events in your community and country, you can get involved in our Global GMW activities, in the run up to, during, and after GMW 2016!



### Prep talks

Prior to GMW we hold Prep Talks (online webinars via WebEx) to help you get ready for your Global Money Week activities. The Prep Talks will take place in Fall/Autumn 2015 to help you get your GMW up and running! Prep Talks also give you a chance to connect with the CYFI team, ask questions and share useful resources and documents. Check the GMW website ([www.globalmoneyweek.org](http://www.globalmoneyweek.org)) for more details about getting involved in Prep Talks.



### World's Largest Piggy bank

This year we are introducing a new challenge, which could see you included in a Guinness World Record! We are inviting youth to work with their schools, youth organizations, parents, local businesses, communities (and anyone else who wants to get involved), in creating the World's Largest Piggy Bank! There will be competitions all over the world to create the largest Piggy Bank by the end of GMW2016, but we are also aiming to beat the current world record – a Piggy Bank which is 8.03metres long, and 5.58metres tall! Are you up for the challenge? We are looking for the most creative Piggy Bank, so use your imagination to come up with a save-tastic design of your own!



### 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! Ring Around the World kickstarts the global celebrations for the Week of financial education, inclusion, and livelihood awareness – and this year we are planning for the bell to ring louder and further than ever!

**38 Stock Exchanges** celebrated and took part in GMW2015.



## SECTION 4

# Plan a Great Global Money Week!

If you would like to plan an event during Global Money Week, this section provides guide to help plan your activities!

### Step 1 Create a Planning Team

Establishing a team of dedicated colleagues and volunteers who will help the event run smoothly. If your company has a marketing or communications department, they could help to plan and promote your GMW events.

### Step 2 Choose an Event!

Schedule brainstorm session about the type of activities and events you could do during GMW2016. Feel free to get inspired by the activities mentioned earlier in this Toolkit, or come up with new ideas. 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 Week. Raise awareness amongst colleagues, partners, friends and family, in advance of the celebrations.

### Step 3 Plan the Event!

Consider the logistics of the event, including transportation, venue, equipment, and budget. Discuss ways to save money and involve potential partners. Make a checklist to ensure all factors have been considered to make the event a success!

When choosing the date of your event, look for possibilities to coordinate with local organizations, institutions, and other individuals and groups. Send out Save the Date!

### Step 4 Promote the Event

When publicizing your Global Money Week 2016 events, it is vital to promote it to your target audience effectively! From a large campaign to achieve wide-reaching exposure, to narrower outreach methods to appeal to a specific group, it is important to keep your target audience in mind.

Why not have a look at some of the promotional banners and posters on GMW website, as well as resources for contacting local press and financial institutions. You can find these here: [www.globalmoneyweek.org](http://www.globalmoneyweek.org) under 'Resources' section Alternatively, you could ask colleagues or volunteers to create promotional posters as a pre-GMW event.

### 👉 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) under '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

### Step 5 Hosting the Event

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

Make sure to take photos and videos! Share them online! Most importantly, have fun!

### Step 6 Sharing Your Experience

Do not forget to collect and share media with CYFI and others. Remember, the Global Money Week photo, video or message with the most likes and shares on Facebook or re-tweets on Twitter may be featured on the CYFI website!

Having youth, colleagues, and associates 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.



**“Today we are taking our first steps as entrepreneurs. We will have a chance to test our business plans which we have so carefully crafted against the real market place. At the end of the day, some of us will be disappointed because of lower sales than we had anticipated, and some of us will be exhilarated because our revenues will surpass our expectation, but all of us by the end of this day will have learned an important lesson: earning money is a challenging task and those who persevere through their creativity, honesty and hard work will be the ones to ultimately succeed.”**

– Otar Grigoryan, youth participant from Armenia, GMW2015



## 👍 How to work with the media?

Through media coverage you can promote the important work you are doing in your community, expand the reach of your message, and spread the word about Global Money Week 2016!

- **Identify the story you want to tell** – before you begin developing media outreach materials, consider your goals in gaining media coverage and define the focus you want to have on your activities.
- **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 for 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.

👉 **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

**“I am very satisfied with the way the activity was conducted. I believe that the large number of young people, by taking part in this activity, ‘woke up’ and started thinking about finances.”**

– Marina Šukovi, Gacko. Youth participant from Bosnia and Herzegovina, GMW 2015

**“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, GMW 2013



## SECTION 5

# #GMW2016 Social Media

Follow us on social media and get in touch with the CYFI Team!

### ✔ [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.

### f [GlobalMoneyWeek](#)

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

### t [@GlobalMoneyWeek](#)

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

### yt [GlobalMoneyWeek & ChildFinanceInternational](#)

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

### g [GlobalMoneyWeek & ChildFinanceInternational](#)

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

### ig [GlobalMoneyWeek](#)

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



## 👉 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 personal profiles.

**f Facebook:** create an 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.

**t Twitter:** short updates or 'tweets' can be used for positive messages, calls for action, or to highlight key information about your event. Using hashtags (key phrases starting with '#') at the end of your tweet, such as #GMW2016, #GlobalMoneyWeek, and #TakePartSaveSmart, 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!

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

**ig Instagram:** take photos or videos at your GMW event and share them on your Instagram account. Use GMW hashtags #GlobalMoneyWeek #GMW2016 #TakePartSaveSmart, but you could also add most popular hashtags to get more exposure to your post, e.g. #instagood #photooftheday #picoftheday #like4like #likeforlike #smile #fun #instadaily #like #amzing #bestoftheday #instamood. Instagram is a great platform to link and share your post across Facebook, Twitter, Tumblr or Flickr.

**📝 Bloggers:** contact a blogger in your local area who writes about community news or events, and ask them to publicize your GMW activities – be sure to give them clear and compelling information about your event.

For more information on using social media, visit

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

👉 **Tip! Not sure what to post? Here are some examples of messages you could share:**

t Global Money Week is important because...  
#GlobalMoneyWeek #GMW2016

t Our colleagues are celebrating the need to  
#TakePartSaveSmart during #GlobalMoneyWeek!  
#GMW2016.

t Children and youth should save because...  
#GlobalMoneyWeek #GMW2016

t We're bringing financial education to our offices/  
stores/institution (delete as appropriate) during  
#GlobalMoneyWeek! #GMW2016. Find details of our event  
here...

t 5.6 million children & youth from 124 countries  
participated in #GlobalMoneyWeek. Come on and get  
involved in the #GMW2016 celebrations!

t Help a child open a savings account this week!  
#FinancialInclusion begins with the ability to save!  
#GlobalMoneyWeek #TakePartSaveSmart

t Join us at (your business/organization/institution name  
here) in our celebrations for #GlobalMoneyWeek!

t Our #GlobalMoneyWeek event on... encourages  
children and youth to #TakePartSaveSmart! #GMW2016



## SECTION 6

# Helpful GMW Materials

Check out helpful materials that help you either plan your Global Money Week celebrations or help you promote the Week. In this section you will find the following 4 suggestions for the materials that you might find helpful:


### Get Inspired by Earlier Global Money Week Celebrations

CYFI has published 3 GMW reports:

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

All Global Money Week Reports will provide you with an overview of numerous 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 Global Money Weeks.

### Global Money Week Promotional 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



## 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.

### How to access the Print Pack?

The Print Pack can be found online at

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

### What is in the Print Pack?

#### ❶ 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 Global Money Week 2015.

A press release should include information about your event, as well as basic information about Global Money Week, 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 Global Money Week 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.

#### ❷ 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 request a visit or an educational talk.

#### ❸ Checklist for Global Money Week

This checklist is to help you keep track of the deadlines so you can be sure to enjoy your successful Global Money Week 2016 celebrations!

#### ❹ 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 Global Money Week activities.

#### ❺ 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.

#### ❻ Feedback Form

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

How to connect  
with CYFI Team?  
Read more on the  
next page ➡

👍 **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!

👍 **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!

#### 👍 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/movement/publications](http://www.childfinanceinternational.org/movement/publications)

## Connect with the CYFI Team

We'd love to publicize your efforts to raise awareness about the importance of financial literacy and the inclusion and empowerment of youth, and connect you with activities across the world. So please keep us informed about your activities relating to financial education, during GMW2016 and beyond!

### Child & Youth Finance International

Child & Youth Finance International (CYFI) leads the Child and Youth Finance Movement's worldwide multi-sectoral network, which is dedicated to enhancing the financial capabilities of children and youth. Based in Amsterdam but working globally, we have taken on the challenge of reshaping financial systems and making sure everyone helps children and youth to become economically empowered citizens.

#### Stay connected with us:

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

Facebook ChildFinance Twitter @ChildFinance

Read our publications: [www.childfinanceinternational.org/movement/publications](http://www.childfinanceinternational.org/movement/publications)

#### Would you like to get involved in GMW? Contact us:

#### Child & Youth Finance International

PO Box 16524 • 1001 RA Amsterdam • the Netherlands

T + 31(0)20 5203900 E [info@childfinance.org](mailto:info@childfinance.org)

Or, fill in GMW contact form here:

[www.globalmoneyweek.org/Information/contact.html](http://www.globalmoneyweek.org/Information/contact.html)

#### 4 CYFI initiatives:

##### 1 Global Money Week (GMW)

Global Money Week is a global celebration, initiated by the Child & Youth Finance Movement, with local and regional events and activities aimed at inspiring children and youth to learn about money, saving, creating livelihoods, gaining employment and becoming an entrepreneur. GMW takes place every year during the second week of March.

**GMW 2015 outreach:** 5.6 million children and youth via 962 organizations and over 3000 activities in 124 countries.

**GMW 2014 outreach:** 3 million children and youth via 490 organizations and over 2000 activities in 118 countries.

**GMW 2013 outreach:** 1 million children and youth via 400 organizations in 80 countries.

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

Facebook GlobalMoneyWeek Twitter @GlobalMoneyWeek

YouTube GlobalMoneyWeek Instagram GlobalMoneyWeek

GlobalMoneyWeek

##### 2 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.

✓ [www.yecomunity.com](http://www.yecomunity.com)

Facebook Ye Community Twitter @ye\_community

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

##### 3 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. It allows for youngsters to stay informed about the latest Child & Youth Finance Movement activities around the globe. CYFI Youth also serves as a bridge between young people and adults as youth are encouraged to utilize this platform to share their experiences and voice their opinions.

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)

Facebook CYFIYouth Twitter @CYFIYouth

##### 4 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.

