



GLOBAL MONEY WEEK

Toolkit

17-23 March 2025

*Think before you follow,
wise money tomorrow*





If you have any questions,
please contact us:

**The OECD International Network on
Financial Education (OECD/INFE)**

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www.oecd.org/financial/education
GMW_Secretariat@oecd.org

Follow GMW online!

www.globalmoneyweek.org
@GlobalMoneyWeek on most social
media channels
@OECDGlobalMoneyWeek on Youtube

The official hashtags of
GMW2025 are:

#GMW2025
#GlobalMoneyWeek2025
#ThinkBeforeYouFollow
#WiseMoneyTomorrow
#LearnSaveEarn

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GMW2025 THEME

“Think before you follow, wise money tomorrow” highlights how digital finance trends, “finfluencers,” and AI complicate identifying reliable financial advice, especially for young people. Emotional and behavioral biases, like herd mentality, can worsen decision-making under peer or social media pressure. In this context, it is crucial that young people develop sound money management skills, recognise emotional triggers, and develop a critical eye towards information sources. Strengthening financial literacy can help young people better navigate financial markets, resist temptation, and spot biased advice, ultimately leading to smarter financial decisions.

GMW SLOGAN

‘Learn.Save.Earn.’ is the official slogan of Global Money Week. Initially used as the theme of GMW2017, it aims at empowering children and youth not only to learn to manage their money wisely, but also to save for their futures and earn for themselves and their families.

Tip! To highlight GMW2025 theme on social media, please use #ThinkBeforeYouFollow #WiseMoneyTomorrow #GMW2025 #LearnSaveEarn

THINK
BEFORE YOU
FOLLOW,
WISE MONEY
TOMORROW

*The Official
GMW2025
Theme*

ABOUT GLOBAL MONEY WEEK (GMW)

What is Global Money Week (GMW)?

GMW is an annual global awareness-raising campaign on the importance of ensuring that young people, from an early age, are financially aware, and are gradually acquiring the knowledge, skills, attitude and behaviours necessary to make sound financial decisions and ultimately achieve financial well-being and financial resilience. It is organised by the OECD International Network on Financial Education (OECD/INFE).

GMW's first edition was in 2012, and since then the campaign reached more than 170 countries and economies worldwide.

Why is it important to teach children and youth about money matters from a young age?

It is important that children and young people develop sound financial habits, knowledge, attitudes, and behaviours from a young age to know how to manage their personal finances throughout their lives and be empowered to make better financial decisions for their future. The [OECD Recommendation on Financial Literacy](#)

encourages governments and other stakeholders "to develop financial literacy from the earliest possible age" on topics and through channels that are appropriate to the age of the learners.

What is the goal of GMW?

GMW promotes efforts aimed at improving financial literacy of young people. The ultimate goal of GMW is to ensure that all children and youth have access to high-quality financial education, they learn about money matters and are able to take smart financial decisions that can improve their future financial resilience and financial well-being.

Who can participate?

All national and international stakeholders can join GMW, including public institutions (ministries of finance and education, central banks, financial regulatory authorities and so on), financial institutions and their associations, civil society organisations, youth associations, universities and schools, education and health professionals, parents and any organisation that may play a role in ensuring that young people become financially literate. Find out more [here](#).

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“GMW is great opportunity to raise awareness of youth in financial literacy, raise their entrepreneurship spirit, support and guide them, especially children from vulnerable families to save money for their future education. I think we should not limit GMW to only one week, but conduct various activities with joint effort of all stakeholders in our country throughout the year and use the one week of GMW to celebrate success and plan for next year to make it sustainable and continuous process.”

– Farrukhsho Fraidonov, Manager



Learn more at 'About' section on www.globalmoneyweek.org

Save the Date!
17 - 23 March 2025
#GlobalMoneyWeek2025
#GMW2025



Where is GMW happening?

Everywhere, online and offline! GMW is an international campaign, with many events, activities, projects, launches and competitions organised by over 170 participating countries globally. Click [here](#) to see where GMW has taken place in the past.

What happens during GMW?

During GMW, public, private and not-for-profit organisations work together to organise different types of activities for children and youth to spark excitement around financial education through:

- online activities, drawing, photo, essay and video contests, online financial education workshops, online financial education escape rooms or other exciting activities on financial education and money matters;
- visits to banks, parliaments, central banks, stock exchanges, currency exchanges, money museums, local businesses, and global corporate companies;
- financial workshops and sessions;
- financial education fairs, open market events, financial literacy rallies;

- financial education games and savings competitions, financial football matches;
- drawing, photo, essay and video contests

About the OECD International Network on Financial Education (OECD/INFE)

The OECD International Network on Financial Education (INFE) brings together public authorities from around the world to collect evidence on financial literacy and develop policy analysis on financial education. OECD/INFE methodology and high-level principles on financial education have been endorsed in international fora like the G20 and APEC. Members meet twice a year to share experiences, discuss strategic priorities and develop policy responses.

Learn more here:
www.oecd.org/financial/education

Public authorities are welcome to become full or regular members of the OECD/INFE. Read more about OECD/INFE membership [here](#).

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“GMW is a wonderful tool to educate the children and youth, change the habits and build the financially responsible generation.”

– Mazamal Yar, Deputy Director
Social Welfare, Pakistan,
GMW2018

PLAN YOUR GLOBAL MONEY WEEK

Did you know?

Social media can shape your financial decisions without you noticing, swaying you with trends and (f)influencers. Emotional triggers like FOMO can lead to poor choices, as behavioural biases cloud judgement.

Discuss with your community and peers to identify risks tied to social media and share examples of financial trends. Reflect on how emotions influence decisions when following these trends. By recognizing how biases are triggered, you can help others make informed financial choices and resist misleading advice or risky trends.

How does GMW Campaign work?

Organisations across the world organise their own GMW events during the Week, and share news, photos and information with the GMW Secretariat. News of all these activities are linked to each other via social media, and the GMW website.

How to plan GMW in your country?

- Explore GMW website for country overviews, available resources and inspiring ideas for your GMW;
- If you are a public institution that is already an OECD/INFE full or regular member, you may take the lead of GMW in your country, identifying goals you wish to achieve, engaging partners you wish you collaborate with, and coordinating the activities of all stakeholders in your country. Get in touch with the GMW Secretariat to let us know if you would like to coordinate GMW in your country
- If you are not a public institution or not an OECD/INFE full or regular member, check if there is one in your country and get in touch with them so that you can all coordinate to achieve higher impact;
- If there is no OECD/INFE full or regular member institutions in your country, but your institution would like to join, get in touch with our team, so that we can support you through the process;
- Collaborate with a range of organisations and institutions to plan GMW branded events and activities.
- Share your plans with the GMW Secretariat via the [GMW Pre-Form](#)

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“I am proud that we have the chance each year to participate in GMW activities, leaving an impact on the lives of children and youth nationwide through the various financial awareness raising activities that we implement.”

– Mrs. Azza ELDorry, Head of the Children & Youth sector, Ministry of Youth, Egypt, GMW2017





- Please contact the GMW Secretariat: **GMW_Secretariat@oecd.org** or visit www.oecd.org/en/topics/financial-education.html

How do we support you to organise your GMW?

- Developing resources that can help plan your Week (toolkit, brochure, GMW logos, etc.) See more at 'Resources' section on the website;
- Exploring ideas and offering advice to help you run a successful GMW;
- Linking you to national coordinators, or other partners in your country and worldwide;
- Organising webinars prior to GMW2025 to share GMW updates and resources and meet other participants;
- Organising regional and global launches;
- Collecting data from participants all over the world to generate GMW Reports with country highlights.

Is there a fee to take part?

Absolutely not! All that we ask from you is that you keep us updated on your GMW activities.

Sharing photos or videos with the GMW Team

Any photos shared with the GMW Secretariat will need to be accompanied by dully filled in and signed [photo](#) consent form, allowing the OECD and GMW to reproduce and re-use the photos in GMW publications, website, social media etc. Without this form, the GMW Secretariat will not be in a position to use the photos.

- *Option 1:* For only a couple of photos, please email them directly to us at GMW_Secretariat@oecd.org
- *Option 2:* For sending all your photos, or forwarding larger files, please include these in a folder on Google Drive, provide us rights to access and download these files by sharing the link/URL to the folder via an email at GMW_Secretariat@oecd.org.
- *Option 3:* Upload your photos to DropBox and share the link with us at GMW_Secretariat@oecd.org

PLEASE NOTE! For all media that include/show young people, please ensure that appropriate consent is obtained from parents, legal guardians, and/or from the photographer to ensure that the photos may be widely published online, i.e. GMW website, publications, press and social media.

Tips for planning your GMW event!

- Don't forget to add 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 Campaign;
- Explore ideas for potential events in 'Activities' section;
- Get inspired by earlier events by reading GMW Reports published during 2013-2024;
- Take fun photos with GMW logos and share them with others.

ACTIVITIES

Many different online and in person events and activities take place during the Week. Here are some examples of how you could develop exciting and interesting activities on financial education for children and young people through traditional and digital means.

Digital activities

Financial education online games

For example, it is possible to organise an online Escape Room where students need to reach a goal by solving financial literacy questions. Serious games are found to be more effective in terms of learning and retention as compared to conventional instructional methods. Students can work individually or in pairs to solve questions on various financial literacy topics. The game can be accompanied by classroom lessons, discussions with teachers and background course materials.

Online money quiz or online competition on financial topics through social media or the Kahoot! game-based learning platform. The Kahoot! platform allows to create learning games based on multiple-choice quizzes that can be accessed via a web browser or an app, thereby offering an opportunity to transform previously physical quizzes into “digital” ones.

Online competitions based on manual activities for children at home or in the classroom. Children can be asked to do some money-related practical activity (such as making a piggy bank with recycled material), ask parents or other adults to film the process, and share the results with national GMW organisers.

Other activities you could do online:

- Online financial education lessons and lectures, hackathons, motivational online sessions for teachers, volunteers and students;

- Short videos for social media (Facebook, Instagram, TikTok) covering topics related to GMW2025 slogan “Think before you follow, wise money tomorrow”. Videos can include safe payment methods, online shopping tips, and explanations of why personal and financial data should be confidential.

- Online Q&A on money matters using social media (such as Instagram stories), by setting up video calls between students in the classroom and financial experts;

- Word games on different money topics (e.g., world currencies, clever savings, family budgeting, financial planning, financial fraud and payment security, consumer protection);

- School online drawing contest or comics competition on money issues;

- Online excursions to money museums

- Engage students and teachers from multiple countries in common activities. For example, participants can share their experiences on financial education in joint events, get to know the specifics and culture of each country or discuss topics of common interest related to money matters or the annual theme.

Did you know?

The Financial Services and Markets Authority (FSMA) in Belgium developed a new educational board game called EuroKiD, to help primary school children learn to count by paying with euro coins and banknotes.

Creating educational content for social media

You can create educational content with the purpose of helping young people identify financial scams and sharing their experiences and anecdotes on social media. Junior Achievement Argentina organised spontaneous interview of young people on public roads, inviting them to identify possible scams and share their experiences with the objective of making them aware of what financial scams and frauds look like and suggesting ways for them to stay safe online. They published three reels on Instagram of these interviews. Stories were also published with tips and opportunities for better money management and financial education.



Virtual Q&A Session: Delve into the world of scams and frauds!

Organise a session where children and teenagers can pose questions about safe money practices to financial experts. Create a dedicated email address for participants to submit their concerns. The financial specialists will then provide answers, contributing to the promotion of a safer financial environment.

Visits to stock exchanges

Over 79 stock exchanges have participated in GMW

Stock exchanges can be part of the 'Ring Around the World' initiative, by inviting children and youth to ring the opening or closing bell at the stock exchange during GMW. This is a great opportunity for children and youth to learn more about the work of stock exchanges around the world.



Visits to money museums

85 money museums have taken part in GMW

Visits to money museums offer young people a great opportunity to draw on the past – learn about the history of money – to understand the importance of saving for their futures.

Visits to the museum do not need to be limited to a walking tour, but can include various workshops where students can learn about different currencies and the history of money.

For example, the Museum of the Bank of Greece implemented the educational programme titled "Pay attention... or the price!", specially designed on the occasion of the celebration of GMW 2024. It included an overview of the concepts of 'money', 'purchasing power' and 'price stability', understanding the phenomenon of inflation and its effect (both on the purchasing power of money and on the prices of goods and services), while also highlighting the institutional role of Central Banks in ensuring price stability.





Visits to central banks & government

Organising youth visits to central banks, parliaments, and government departments, e.g. the Ministry of Finance or the Ministry of Education, and including them in activities such as participatory budgeting, fosters understanding of how policies are made, and the impact these decisions have.

Visits to banks & other financial institutions

Student groups can visit bank branches or headquarters, to get to know more about how banks work and what they do.

Remember: all activities involving the private sector should clearly avoid commercial activities, ensuring there is no promotion of specific financial products and/or services aimed either at young people or their parents, teachers, tutors etc.

To learn more about high-level guidance on the involvement of the private and not-for-profit sector in GMW, please visit [here](#).



Did you know?

In Singapore, the Monetary Authority Singapore (MAS) and the Central Provident Fund Board (CPF Board) organised a webinar for young people aged 18 to 35 where experts provided some key tips for young people to manage their finances and meet their baseline financial needs. The webinar discussed how to prepare for financial milestones, such as buying a home and starting a family, the importance of insurance even when you're still young and healthy, the benefits of starting to invest early and how to do it wisely, and retirement planning.

Visits to local businesses

GMW is a great opportunity for students to get to know the world of work.

Student groups can visit local businesses, their branches or head office to learn about how different departments work, the kind of jobs employees do, which skills are needed, and how a business works. These visits are a great opportunity for youth to learn lessons about creating livelihoods and getting entrepreneurship tips.



Visits to schools & universities

Not only should students visit different organisations and institutions, but central bank staff, bank employees or entrepreneurs can visit schools and universities as well. It would be a great idea to hold workshops and sessions for youth!



Plan workshops & lessons

Hold sessions to raise awareness on the importance of financial education amongst youth and other participants of GMW. Through these workshops you will help to empower young people, with practical skills involving money and livelihoods. Examples could be: 'how to manage money wisely', 'starting a business', 'applying for a job', etc.

Panel discussions with children and teenagers

Feature real-life examples from different age groups: schoolchildren, students, recent graduates and young professionals. During a panel discussion, they can share their experiences, money-saving tips and practical tools. The session can be enhanced with experts, online videos, and practical discussions.



GMW bus delivering financial literacy workshops around the country

Do not forget to think outside the box and make it possible for everyone to take part in your GMW! Create a GMW bus that can tour through all counties in the country and reach children and youth in rural areas, too! The busses can have learning facilities to teach youngsters about money and savings, such as computers with financial games, books, and brochures.





Financial literacy rally

Organise a Financial Literacy Rally with partners in your country to promote financial education.

Participants can include all the institutions that plan GMW events in your country. Plan high-level keynote speeches with a clear message. Inform press and media to come and document.

Note! Do not forget to print GMW t-shirts for the rally!

Organise savings, drawing, photo, video & essay competitions

Launch drawing, photo and essay competitions around creative themes like: 'Why is it important to save?', 'My dream bank', 'My money tree with dreams', 'What are you saving for?', 'Money Matters Matter', 'If I were an entrepreneur, which business I would own?', 'My dream job in the future' or 'My business idea.' Also, savings competitions would be a great idea! And, so many more!

For example, the Financial Education Network (FEN) in Malaysia, in collaboration with FEN members and partners, launched the 4th edition of their MyDuitStory short video competition, an annual financial education initiative targeting the youth with various financial literacy themes. In 2024, MyDuitStory aimed to raise awareness among Malaysian youth about the crime of investment fraud. The competition in 2024 was launched by the Minister of Youth and Sports in Malaysia.



Organise books exhibitions

Make a special exhibition of books at school or local library. Books about well-known entrepreneurs can be informative and inspiring!

Organise open game sessions

Board games like Monopoly can be very interesting for younger children. These games provide a fun and interactive way to introduce money, purchases, real estate and financial management concepts in an enjoyable learning environment.

Many organisations develop interactive games for GMW. For example, the Financial Supervisory Authority (ASF) of Romania launched the board game Financial Detective. The game is based on 10 real financial stories (accompanied by 10 cards with financial education clues) and can be played either individually or in teams.

Research projects

Give youth research projects about 'Money history', 'Different currencies in the world', etc. Not only can students learn, but they can go and explore money museums and libraries!



Organise financial education fairs or plan open markets

Educative and interactive fairs are a great idea to showcase the work of different institutions and bring youth together. Interactive financial games and workshops can be part of it so that the students learn new skills and can interact with others.

Open Market

Children and youth can hold an Open Market at school or other location – where they can run their own lemonade stands, sell homemade jewellery or baked goods. When starting their own small businesses, children should consider factors such as starting capital, inventory, payback plans, and operating expenses – a fantastic way to develop useful financial and entrepreneurial skills, whilst having fun.



Did you know?

The Fundación Grupo México, through collaboration with Conciencia CINEMEX and Museo Interactivo de Economía (MIDE) were able to introduce a new initiative in the GMW campaign. This alliance permitted the widespread screening of a microfilm addressing financial frauds in the digital age, called "Pesadillas Financieras". By leveraging the large network of CINEMEX theaters across Mexico, this microfilm reached audiences far beyond the conventional scope of their financial education campaign, boosting its impact and visibility.

TV, radio talk shows or podcasts

Youth can hold interviews on live TV, radio, or podcasts with financial experts to learn about financial services and products and their risk, highlighting the importance of financial education.



An open and honest conversation about closed and difficult topics

Raise awareness among teenagers about the risks associated with 'influencers' and the use of artificial intelligence in financial services. As part of "Think before you follow", emphasize the importance of making informed choices to avoid falling into social media traps and encourage responsible decision-making in various aspects of life.

MONITORING AND EVALUATION EFFORTS

Over the years, countries around the world have increased their efforts to capture and measure the level of reach, satisfaction and impact of GMW.

The GMW Secretariat warmly encourages all organisations to develop and implement ways to capture the impact of GMW activities on the short and longer term. The effects of GMW can be measured on the financial literacy levels of the target audience, on the level of awareness of the importance of

financial education for young people in a given country, on the number and level and engagement of different organisations in developing and delivering financial education in a country and so on.

If you would like, or are planning to, increase the monitoring and evaluation efforts for GMW activities, please get in touch with the GMW Secretariat to share your ideas.

Did you know that...

In Ireland, the main national body responsible for carrying out GMW is the Money Advice and Budgeting Service (MABS). As part of GMW in 2022, MABS issued a 'Money Matters Survey' to over 1400 students aged 12 – 20. The survey served to (1) evaluate components of GMW and (2) gather primary data on the attitudes and behaviours of young persons living in Ireland concerning money and personal finance – a group that is rarely featured in national research on these topics. The survey analysis yielded interesting findings, including that young people are engaging with personal financial services from an early age, with mobile apps and social media playing a key role in this engagement. Young people are also interested in a number of money management topics – including investing, taxes, cryptocurrencies, housing, and funding for third level education. MABS plans to continue issuing the 'Money Matters Survey' as part of GMW on an annual basis, in order to systematically gather data and regularly analyse emerging trends in regards to young people and their money.





PUBLICITY & MEDIA

Through media coverage you can promote your work in your community, expand the reach of your message, and spread the word about GMW!

How to work with the media?

- **Identify the story you want to tell**

Before you begin to develop media outreach material, consider your goals in gaining media coverage and define your focus.

- **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 prepare a press release about your activities.

- **Create a media list to 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, organisation or institution, and your GMW. 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.

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 GMW activities and events through their personal profiles.

Suggestions for Social Media Channels

- Follow us on social media @GlobalMoneyWeek and on YouTube @OECDGlobalMoneyWeek.
- Use the official GMW2025 hashtags #GlobalMoneyWeek2025 #GMW2025
- To highlight the GMW2025 theme on social media, please use #ThinkBeforeYouFollow #WiseMoneyTomorrow and the GMW slogan #LearnSaveEarn.
- Remember to update your Facebook, X, Instagram, YouTube and LinkedIn statuses regularly, and cross-promote all of your social media content!
- When posting on social platforms, be sure that each post includes a visual element of some kind (video, infographic, photo, or other image).
- Feel free to share your GMW posts on other social media platforms such as, Snapchat, TikTok, and others, too.

Facebook

- Share your posts, news and updates with others. Tag @GlobalMoneyWeek in all your posts, photos and videos and use the official GMW2025 hashtags #GlobalMoneyWeek2025 #GMW2025
- Create a GMW 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.
- Use Facebook Live to share live videos from your GMW events and activities during the Week.
- Use Facebook Stories to share news and updates from your GMW celebrations with a wider audience.

X

- Use tweets for positive messages, calls for action, or to highlight key information about your GMW event and activities. Using hashtags #GlobalMoneyWeek2025 #GMW2025 and tagging @GlobalMoneyWeek, makes it easy for X users to search for information about events locally and to connect with the global celebrations.
- Include photos and videos in your posts and feel free to re-tweet posts created by others.

Instagram

- Take photos and videos during preparations, the Week and post-GMW. Share these by tagging @GlobalMoneyWeek and use #GMW2025 #GlobalMoneyWeek2025. Also, you can choose to cross-post them to Facebook, Twitter and/or Tumblr before publishing the content on Instagram. Note! Instagram does not support hyperlinks in captions. You must add the link into your Bio (Click 'Edit Profile' to add a URL). Then, direct your followers to the link by adding 'Click the link in my bio to read all about it!' to your caption.
- Use Instagram Stories to share news and updates from your GMW celebrations with a wider audience.
- Use popular hashtags that are trending on Instagram to link them to your posts. This way more people can hear about your GMW events and activities. Some of the hashtags that you might want to use are: #thinkbeforeyoufollow #influencers #wisemoney #scams #fraud #scamaware #seemslegit #stopfraud #noscams #onlinebuying

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“After workshops at the Rwanda Stock Exchange, I have learned that there is no perfect amount nor perfect time to start saving. Saving should start today. In fact, now.”

– Joseph, student, Rwanda

Learn more at 'Media' section on www.globalmoneyweek.org or [click here](#).



GLOBAL MONEY WEEK Organized by OECD



GLOBAL MONEY WEEK
Social Media Toolkit

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@OECDGlobalMoneyWeek



#financialliteracy #financialeducation #financialresilience #LearnSaveEarn #change #impact #finlit #education #moneysmart #children #youth #budgeting #investing #saving #money #future #noscams #nofraud #safefinance #moneysafety #investing #banking #business #technology. Also, include your country and city as hashtags.

YouTube

- Upload videos to YouTube to promote, inform, and educate others about your GMW. You can include the link to your YouTube video or channel in posts on website, Facebook, Twitter, LinkedIn and on your Instagram profile.
- Don't forget to tag @OECDGlobalMoneyWeek and use #GMW2025 and #GlobalMoneyWeek2025 where possible.

LinkedIn

- Create posts about your GMW plans, preparations, live events, and Campaign highlights and share these with your network on LinkedIn. Help us raise awareness about the Campaign!
- You can also write an article on LinkedIn, upload YouTube videos and your GMW resources, add images or SlideShare presentations to your updates.
- Include the official GMW hashtag #GlobalMoneyWeek2025 #GMW2025 and other, for example: *#scams #thinkbeforeyoufollow #influencers #wisemoney #fraud #scamaware #seemslegit #stopfraud #noscams #onlinebuying #campaign #awareness #fraudprevention #impact #socialimpact #makeadifference #education #financialeducation #financialliteracy #children #kids #youth #youthempowerment*

We have compiled a 'GMW Social Media Toolkit' that you can download at 'Media' section on www.globalmoneyweek.org or click [here](#).

This guidebook is for everyone who is going to participate in GMW and would like to raise awareness about the Campaign.

This guidebook includes: details about the Campaign, suggestions for social media; sample posts for before, during and after GMW; visuals, and more.

GMW BRANDING GUIDELINES

For GMW, maintaining a consistent, high quality and structured image means that we can build a stronger awareness of the Week amongst members of the public. To make this happen, we need your help!

Hereby a few essential tips for GMW Branding.

Essential

These must be used when preparing promotional material.

Global Money Week Logo



Typeface

Font is called Gotham and the style is 'Ultra'

Please Note. Throughout the GMW activities and promotional materials, you may feel free to use GMW Logo. However, please refrain from using the OECD logo, or any logo related to the OECD International Network on Financial Education (OECD/INFE) without explicit written permission from the OECD.

Recommended

We strongly recommend you include the following in your promotional material:

- **GMW web address**
www.globalmoneyweek.org
- **GMW dates**
17 - 23 March 2025
- **GMW official hashtags**
#GlobalMoneyWeek2025 #GMW2025
- **GMW's theme/slogan**
*Think before you follow,
wise money tomorrow
Learn.Save.Earn.*

Logo

The GMW logo should be included in every piece of material produced for the Week.

The logo is available in one primary layout - as a vertical ('stacked') version.

To a reasonable extent, the logo you use is left to your discretion.

We have compiled 'GMW Branding Guidelines' that you can access at 'Resources' section on www.globalmoneyweek.org or [click here](#).

In this guidebook, you will find applications for the Campaign's logos, colors, typefaces and design templates that express GMW brand. It covers all materials produced for the Campaign, including ideas with examples for GMW promotional materials.



Organised by



**GLOBAL
MONEY
WEEK**
Branding Guidelines

Learn more at 'Resources' section on www.globalmoneyweek.org or [click here](#).





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“I think that the Global Money Week has helped us to be smart in using money. Through the games that we have played, we learned that earning money is hard, it’s not that easy. We have to make an effort to make money.”

– Shasha Safina Binti Haji Riduan,
student, Brunei Darussalam

Learn more at ‘Resources’ section on www.globalmoneyweek.org or [click here](#).



Appearance

When placing the GMW logo on the page, please consider the following:

- GMW logo should, wherever possible, be used as a heading being large, if not larger, than the event title.
- On the rare occasions where this is not possible:
 - the logo must always be the largest logo on the page;
 - where Global Money Week is not clearly visible in the heading, the logo should be included at the top of the page, with any partners' logos listed at the bottom.
- The logo used should be the highest resolution version available.

Colour use

It is intended that the GMW logo be reproduced mainly in two colours variation - core colour for text and yellow for coins. However, the coins can be in multiple colours.

To add flexibility the logo comes in 8 other colour options.

Limitation to keep in mind:

- The logo should not appear in the same colour as the background. It should stand out.

Usage

Choosing a logo

To a reasonable extent, the logo you use is left to your discretion. We only ask that the logo you select is of high quality and highly visible.

Please feel welcome to use a logo colour variation that better matches your logos and background material.

With other logos

As stated earlier, the GMW logo should be the most prominent logo when used alongside other logos. Please ensure this is not jeopardized.

Incorrect usage

Consistency of the logo is critical to establishing consistency across the countries participating in GMW.

Please make sure you avoid the following:

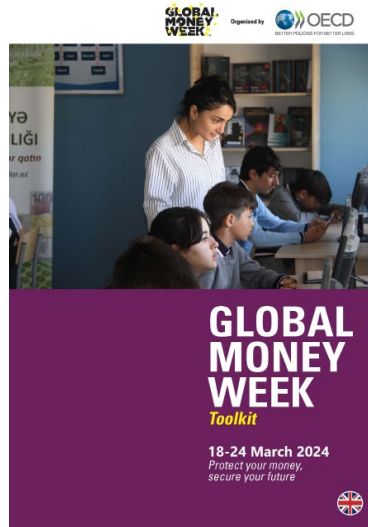
- Do not tilt the design
- Do not enlarge or alter the proportion any part of the design
- Do not rearrange the design
- Do not use the design in a low contrast manner

Tip! For ideas and examples of GMW promotional materials please read more in 'GMW Branding Guidelines' on GMW website.



RESOURCES

Check out resources that guide you to either plan your GMW activity or help you promote the Week. GMW resources include:



GMW Toolkit

A guidebook for everyone interested in participating in GMW. The Toolkit will help you plan your events and includes information about the Campaign, steps of how to plan your GMW, ideas for activities, publicity and media tips, branding guidelines, as well as an overview of the resources available.

The file is accessible [here](#).

GMW Brochure

A two-pager that you can use in events prior to the GMW so you can promote the Campaign and raise awareness about it! The brochure includes information about GMW, activities, resources, and the organisation.

The file is accessible [here](#).



GMW Social Media Toolkit

This guidebook is for everyone who is going to participate in GMW and would like to raise awareness about the Campaign.

This guidebook includes: details about the Campaign, suggestions for social media; sample posts for before, during and after GMW; visuals, and more.

The file is accessible [here](#).



“

“GMW is an important educational event. Developing skills of wise money management should be one of the key elements of educational process. Not every adult possesses these skills, which results in many personal finance problems. It is critically important to teach children to make a financial plan, to plan expenses and savings, to promote long-term financial planning, to explain the value of saving in reaching financial goals. So, I think that the GMW events teach these important practical skills and support leading our children to financial well-being.”

– Oksana Sampara, teacher of the Ukrainian Gymnasium named after Ivan Franko, GMW2016



GMW Branding Guidelines

In this guidebook, you will find applications for the Campaign's logos, colours, typefaces, and design templates that express the GMW brand. It covers all materials produced for the Campaign, including examples for GMW promotional materials.

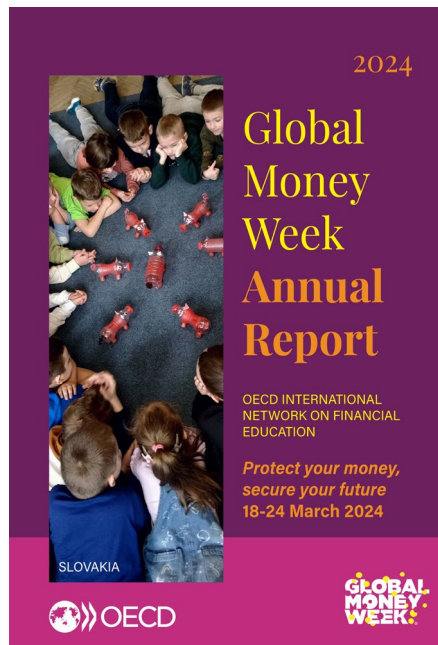
The file is accessible [here](#).

Tip! Check out GMW Logos and designs to get inspired for your marketing materials.

GMW Reports

GMW Team has published GMW Reports from 2013. These Reports will provide you with an overview of activities and events that took place in different countries around the world. They are full of fantastic ideas of how children and youth, communities and countries around the world have taken part in GMW Campaign.

All these files are accessible [here](#).



GMW Logos & Designs

There are several different GMW designs and logo versions available online that you can use as promotional materials for the Campaign.

All these files are accessible [here](#).

Tip! Learn more from 'GMW Branding Guidelines' document about how to correctly use the logo and brand your event as GMW.

Contact Us

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www.oecd.org/en/topics/financial-education.html
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Follow GMW online!

www.globalmoneyweek.org

Check out the GMW website for more information on activities, resources, participating countries, media and previous GMWs.

Follow us on social media @**GlobalMoneyWeek** and on YouTube @**OECDGlobalMoneyWeek**. Use the official GMW2025 hashtags #ThinkBeforeYouFollow #WiseMoneyTomorrow #GMW2025 #LearnSaveEarn