FAMILY AND CONSUMER SCIENCES RESOURCE PROFILE

RESOURCE NAME: Kansas Saves Campaign

DATE LAST REVISED: 2009, ongoing

BRIEF DESCRIPTION:
The Kansas Saves Campaign is part of America Saves, a national social marketing campaign designed to encourage people to increase personal saving, build wealth (asset building) and manage debt wisely. Kansas Saves is also the umbrella marketing term for all K-State Research and Extension supported financial education. Personal saving behaviors can be supported through expanded financial education. KSU supported curriculums, such as Basic Money Management and others, form the foundation for a strong Saves Campaign. Additional activities and events can build interest and enthusiasm.

The Kansas Saves Campaign is supported by a wide variety of resources which are available to order, view or print online at KSU publications: Organizing Manual for Campaign Coordinators, brochure, posters, news releases, numerous marketing and other items. The financial management website http://www.oznet.ksu.edu/financialmanagement/ features a Kansas Saves section listing campaign promotional materials available with links to all supporting materials.

Kansas Saves, sponsored by K-State Research and Extension and the U.S. Department of Agriculture's Cooperative State Research, Education, and Extension Service (CSREES), can be implemented in any community or organized adult or youth group. America Saves is sponsored by the Consumer Federation of America and a broad coalition of educational, nonprofit, governmental, and business groups nationally.

LONG-TERM INTENDED OUTCOMES:

- [ ] Enhanced Nutritional Quality of the Food Supply
- [x] Healthy Sustainable Communities
- [x] Positive Adult Quality of Life
- [ ] Healthy Eating and Physical Activity
- [x] Positive Child, Youth, and Family Development
- [ ] Safe, Secure, High-Quality Food Supply

LEVEL OF OUTCOME EXPECTED:
[X] Short-Term (Knowledge) [X] Medium-Term (Behavior) [X] Long-Term (Impact)

NEXT TIME TRAINING IS AVAILABLE: Annually, or available on request

AGENT TRAINING LEVEL:
[X] Basic [X] Intermediate [ ] Advanced

CONTACT PERSON (include email address and phone number):

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AVAILABILITY OF RESOURCE (include publication number, if applicable):
Financial Management Website http://www.oznet.ksu.edu/financialmanagement/ > Kansas Saves
MF2704—Kansas Saves Organizing Manual for Local Campaign Coordinators