



# Spring Forward to Financial Success

Elizabeth Kiss, Ph.D.

Kate Mielitz, AFC<sup>®</sup>, Ph.D. Candidate



# America Saves Week

- February 27-March 4
- What can you do?
  - Spread the word to those with whom you speak
  - Reach out to local banks/credit unions and other local businesses to seek partnership
    - If you can't do it this year...plan forward for next year!
  - Help spread the word on social media
- Daily themes

# #BeASavingAlly

We're growing our network of professionals involved in

[@AmericaSaves](https://twitter.com/AmericaSaves)! Via Twitter, Direct Message @MoneyXtension your contact info\* and you could win a \$25 gift card.

[#BeASavingAlly](https://twitter.com/BeASavingAlly)



# #BeASavingAlly...More Info

- CONTEST! (Direct Message via Twitter)
  - Contest ends February 28
  - Send contact info for your colleagues who are interested in America Saves
- How do you participate?
  - Spread the word via social media
  - Connect us with your colleagues!
  - Promote savings all year long
  - Use the [Savings Promotion Toolkit](https://njaes.rutgers.edu/money/savings-promotion-resource-kit/)
    - <https://njaes.rutgers.edu/money/savings-promotion-resource-kit/>

<http://americasavesweek.org/sign-up/>



# ASW 2017 Social Media (#ASW17)

- #ImSavingfor picture and video contest
  - <http://www.americasavesweek.org/imsavingfor/>
    - On Facebook, Twitter, Instagram through April 7
  - <http://americasavesweek.org/extension-imsavingfor-video-contest/>
    - Video only through March 4
- eXtension.org Webinar; February 22, 11:30 am CT
  - <https://learn.extension.org/events/2992>
- #eXASchat Twitter Chat; February 28, 2-3 pm CT
  - Topic: The Many Benefits of Saving Money

# #ASW17 Social Media cont.

- Facebook: Search @KStateRE
- Twitter: @KansasSaves; @moneyeXtension;  
@AmericaSaves
- Share links we post
- Retweet

# #ASW17 Daily Themes

- Monday, February 27: Save Automatically
- Tuesday, February, 28: Family Savings Day
- Wednesday, March 1: Save for Retirement
- Thursday, March 2: Saving at Tax Time
- Friday, March 3: Pay Off High Interest Debt
- Saturday, March 4: Save for Emergencies



# Kansas Saves Pledge

- [Kansas Saves](http://kansassaves.org) (kansassaves.org)
- Follow us on Twitter! @KansasSaves
- Watch for and share Facebook posts on KSRE Facebook page (FB: @KStateRE)
- Encourage families to talk about money with their children
  - <http://www.consumerfinance.gov/educational-resources/money-as-you-grow/>

# National Consumer Protection Week

## NATIONAL CONSUMER PROTECTION WEEK

MARCH 5 - 11



# #ConsumerProtection

- March 5-11
- [Resources](#)
  - You can even order materials!  
<https://www.bulkorder.ftc.gov/>
- Help Spread the Word
  - Plan an event
  - Write an article for your local newspaper
  - Share NCPW blog posts via social media

It's Coming...It's Coming!

**MONEY SMART WEEK<sup>®</sup>**

**APRIL 22-29, 2017**



# MONEY SMART WEEK®

Money Smart Week® is a national education campaign designed to help consumers better manage their personal finances. Started by the Federal Reserve Bank of Chicago in 2002, the program consists of public and private partner organizations offering thousands of free classes, seminars and other educational activities.



# 2016



EVENTS

5,400+

97%

Survey respondents who found the programming valuable to very valuable



PARTNERS

4,500+

94%

Survey respondents likely to apply or take action on something they learned



ATTENDEES

174,000+

94%

Survey respondents likely to recommend a session to a friend or family member



APRIL 22-29, 2017



[MONEYSMARTWEEK.ORG](http://MONEYSMARTWEEK.ORG)

# MEDIA MATERIALS

In the months leading up to Money Smart Week various talking points, statistics and press guidelines as well as other promotional materials are made available for partners to use with their media outreach.

## MEDIA KIT

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This kit includes history and talking points, sample press releases, web content and more. Documents and information can be easily added to any organizations own media messages regarding Money Smart Week. A new kit is refreshed and made available early in the calendar year.

[Get the kit »](#)

## SOCIAL MEDIA

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In addition to the Media Kit, the Social Media packet is updated closer to the campaign to facilitate partner promotion via social media including hashtags, sample tweets/posts, images and graphics, etc. [Get packet »](#)

## PSA'S

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The Money Smart Week team at the Chicago Fed will occasionally produce Public Service Announcements to be used in traditional media outreach as well as online and social media. [Go to page »](#)

# Questions

