

National Teach Children to Save Day

By requesting this kit from the Wisconsin Bankers Foundation (WBF), you've become one of the hundreds of Wisconsin bankers who provide financial education to children and adults in their communities each year with help from the WBF Bankers Promoting Financial Literacy program.

The annual National Teach Children to Save Day is Friday, April 12, 2019. The American Bankers Association Education Foundation established the day to raise the public's awareness of the need for financial education and to increase bankers' participation in financial education across the nation. Wisconsin bankers are known for their high participation levels. In April 2018, bankers from over 30 institutions gave nearly 300 presentations and reached nearly 9,000 students.

To encourage participation in Teach Children to Save Day, the Wisconsin Bankers Association created the Reading Raises Interest Kit in 2003. The program transferred to the Foundation in 2015. It's designed for bankers new to financial education and for those looking for an alternative to their traditional presentations. Although previous years' kits are no longer available, the lesson plans for each of the books can be found at www.wisbank.com/ReadingRaisesInterestKits, along with many other resources for volunteer bankers.

Here are some tips to help you get started:

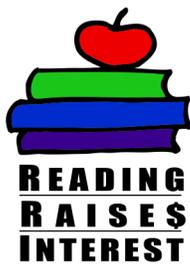
1. Contact teachers.

- ▶ Make the most of your bank staff's connections with your local school districts and identify potential school administrators, principals, teachers, and other community members (scouts, 4-H or youth group leaders, for example) that might be interested in letting you speak with their class or group.
- ▶ Customize the letter included in this kit to mail to your list of contacts. If possible, include an outline of your presentation, a sample of a handout you plan to use, or a copy of the list of recommended books and the lesson plan included in this kit.
- ▶ If you have not worked with this school or group in the past, offer to set up a time to present your program in more detail.
- ▶ Be flexible with your presentation dates and times. While the event is on April 20, Teach Children to Save Day presentations may be scheduled whenever is most convenient for the banker and the school or group.

2. Plan your presentation.

- ▶ Read the book and lesson plan included in this kit, or if it does not fit with your potential age group, choose another book from the list of recommended books included in this kit. Create your own list of questions or an activity to go with the book you choose.
- ▶ Practice reading the story aloud and asking the questions to get an idea of how long your presentation will take.

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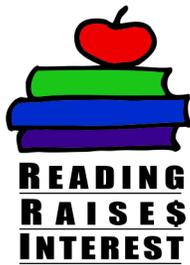


National Teach Children to Save Day

3. Take this program a step further. Here are some ideas:

- ▶ Work with your community and/or school librarian to cross-promote the program.
- ▶ Offer to donate books to your local library to create a “knowledge bank” for children to continue to read and learn. Or, give a copy of a particular book to each student in one classroom or grade.
- ▶ Encourage your library or bookstore to set up displays of financial education books for children, teens, and their parents.
- ▶ Host a story time session at a local library or bookstore. Invite your city’s mayor or another elected official, a TV news personality, or another well-known person to talk about the program and read a book to children. WBA can help by contacting a legislator from your area if you're interested in doing a presentation with an elected official.
- ▶ Make copies of the recommended financial education books list included in this kit to distribute to and parents at your bank, libraries, and bookstores.
- ▶ Give books to members of your children’s savings club.
- ▶ Create a special promotion for children during April. Give students a coupon for a freebie (such as a book or a backpack) when they open a new account at your bank.
- ▶ Create a display in your bank lobby to let customers know about Teach Children to Save Day. Draw a simple “template” on a sheet of paper with your bank’s name, the words “I’m a Saver,” a space for the child’s first name, and a boarder for their dollar designs. Hand out the sheets to children who visit the bank and provide a spot for them to draw and color, or have the kids bring them back to the bank. Designate an area to post the children’s creative ideas.
- ▶ Make copies of the recommended books list and other lesson plans to give out to parents at the bank.

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National Teach Children to Save Day

4. Promote your involvement.

- ▶ Let other bank employees know what you're doing and why. Make a presentation to your bank's staff or Board of Directors. Include information about National Teach Children to Save Day in your staff newsletter.
- ▶ Amplify your audience! Consider adding your scheduled presentations, if public, to MyMazuma.com as a way to expand your marketing reach!
- ▶ Share your program with your customers. Make a simple poster, display or flyer for your bank. Write a story and take photos for your customer newsletter.
- ▶ Before your presentation, send a news release to your local newspaper, radio, and TV stations. Customize the sample included in this kit and send it out. An email or phone call, followed up with a mailed news release, is often most effective. Some other tips: Don't email/mail the news release too early; it may get lost among the hundreds of releases that media outlets receive each day. One to two weeks before your presentation is sufficient. Make sure the person listed as a contact can be easily reached and is comfortable talking with the press. Finally, try to address the release to a specific editor or reporter. Call ahead and ask for the name of the appropriate person.
- ▶ Bring along a staff member to take photos of your presentation. Use the photos in your staff and customer newsletters, on your bank's website and in a bank lobby display. If your local newspaper editor didn't print an article in response to your news release, he or she may run a photo. Be sure to write a caption that includes who, what, when, where, and why. **Be sure** to obtain permission to publish photos of children in advance.
- ▶ Let us know what you did! After your presentation, please fill out the Presentation Summary Form or downloadable Excel spreadsheet found at www.wisbank.com/FinancialLitForms. This information helps the Foundation assess the effectiveness of the Reading Raises Interest program and helps determine the winners of the WBF Excellence in Financial Literacy Awards. Don't forget to fill out the included Follow-Up Survey, which impacts the focus of next year's kit.

Have questions? Contact WBA's **Amber Seitz** at 608-441-1237 or aseitz@wisbank.com.