MONEY SMART WEEK

APRIL 20-27, 2013

American Library Association Partner Kit

"Money Smart Week" is a registered service mark of the Federal Reserve Bank of Chicago.
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What is Money Smart Week?

Money Smart Week® is a public awareness campaign designed to help consumers better manage their personal finances. This is achieved through the collaboration and coordinated effort of hundreds of organizations across the country including businesses, financial institutions, schools, libraries, not-for-profits, government agencies and the media. These groups come together once a year to stress the importance of financial literacy, inform consumers about where they can get help and provide free educational seminars and activities throughout the week. Programming is offered to all demographics and income levels and covers all facets of personal finance from establishing a budget to first time home buying to estate planning.

How Did It All Get Started?

Money Smart Week began as a coordinated effort of the Federal Reserve Bank of Chicago and the Money Smart Advisory Council – a diverse group of more than 40 Chicago-area organizations working together to promote personal financial literacy. Members agreed to share resources and ideas to achieve greater public awareness of the programs and services available in the city of Chicago. The result was Money Smart Week 2002, a week of 40 financial seminars and educational activities. The effort would showcase different programs, help consumers get information, bring together different organizations — many for the first time — and help these organizations share expertise and leverage limited resources. The Money Smart Week model has since spread throughout the Midwest and around the country with successful campaigns in more than a dozen states and growing.

Money Smart Week partnered with the American Library Association (ALA) in 2010 to launch Money Smart Week @ your library nationally. Throughout the ten year history of Money Smart Week libraries have been instrumental in facilitating and hosting quality Money Smart Week events. The partnership with the ALA, which is the first partnership of its kind, will allow libraries across the country to participate independently or as part of existing state and regional campaigns.

How Can My Organization Get Involved in Money Smart Week?

To get involved in your local Money Smart Week, please fill out the online partner forms and email them to: Tiffany.Butler@chi.frb.org. Additional information and partner forms can be found at moneysmartweek.org/ala.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Contact Person</th>
<th>Phone</th>
<th>Email</th>
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<tbody>
<tr>
<td>Federal Reserve Bank of Chicago</td>
<td>Alejo Torres</td>
<td>(312) 322-2287</td>
<td><a href="mailto:Alejo.Torres@chi.frb.org">Alejo.Torres@chi.frb.org</a></td>
</tr>
<tr>
<td>Federal Reserve Bank of Chicago</td>
<td>Tiffany Butler</td>
<td>(312) 322-2920</td>
<td><a href="mailto:Tiffany.Butler@chi.frb.org">Tiffany.Butler@chi.frb.org</a></td>
</tr>
<tr>
<td>American Library Association</td>
<td>Michael Dowling</td>
<td>1-800-545-2433 Ext. 3200</td>
<td><a href="mailto:mdowling@ala.org">mdowling@ala.org</a></td>
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</table>
What is a Money Smart Week @ your library Partner?

A Money Smart Week @ your library partner is a library that actively participates during Money Smart Week in partnership with the Federal Reserve Bank. Libraries are considered partners upon agreeing to one or more of the following:

- Provide educational materials, instructors, or a seminar for consumers
- Provide facilities to host events, sponsor events or promotional materials
- Leverage resources to publicly support or endorse Money Smart Week @ your library

Money Smart Week partnered with the American Library Association to showcase and provide financial education to local communities served by member libraries. Partner libraries are expected to provide leadership, communicate internally and externally, possess or acquire general financial literacy knowledge and be committed to the Money Smart Week @ your library program.

Money Smart Week @ your library Responsibilities

Money Smart Week @ your library partners are expected to adhere to the following guidelines:

- Host one or more events at your facility. All workshops, seminars and activities must be educational in nature and relate to improving knowledge of personal finances, from basic savings tips to advanced money management strategies. Sales pitches and/or commercial marketing are strictly prohibited. You are encouraged to bring in outside speakers to facilitate these events while providing vision, leadership and general direction to third-party sponsors/presenters.

- Workshops, seminars and activities should be free and open to the public.

- Implement, as able, additional marketing and/or promotional strategies for their individual events to secure attendance numbers. Promotional packages will be given to partners to help with media efforts. Events must be promoted as Money Smart Week @ your library events.

- If a partner library is located in a region or state with an established public campaign the library is expected to join said established campaign.

- Submit Money Smart Week @ your library event information via the on-line database before the given deadline.

- Complete and return measurement package including attendance numbers for all events, partner surveys, participant surveys, photos, any media clips and samples of any other promotional materials used during the campaign.
# Money Smart Week ALA April 2 – 9, 2011
## Action Plan/Timeline

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<th>Date</th>
<th>Topic</th>
<th>Action</th>
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| November     | Logos and Partner Kit Available      | - 2013 logos are available online at moneysmartweek.org  
- Receive Partner Kit including marketing materials, partner lists, guidelines, etc. Committee review and sign up.                                                                                     |
| December     | Website Tutorial                     | - Tutorial of website event submission process  
- Media partners are contacted about sharing advertising opportunities and their participation ability and level is determined for MSW 2013  
- If using Chicago Fed templates for the MS Kid application packet, please submit all contest details by **November 28**.                                                                                 |
| January 2    | Partner Sign up                      | **Deadline to sign up with new database online is January 2. This includes new and existing partners.**                                                                                                    |
| February     | Media Kits                           | Media kits will be provided for individual event promotion                                                                                                                                              |
| February 13  | Database Entry Deadline              | Deadline to submit event information in the partner tools section of [www.moneysmartweek.org](http://www.moneysmartweek.org) for inclusion in the print calendar. *This deadline only applies to have event details in the print calendar in the Chicago Fed’s district. *
| March        | Survey Packets                       | - Revisit survey expectations and guidelines which can be found in the Partner Kit from November.  
- Additional details regarding surveys and SurveyMonkey will be distributed via email including instructions on how to upload surveys as well as due dates.                                    |
| April 19–25  | Kick-Off Event                       | Kick-Off events take place to launch Money Smart Week 2013.                                                                                                                                              |
| May 17       | Measurement Materials                | All surveys, photos and additional feedback/reports due back to the Fed via SurveyMonkey, database and email.                                                                                               |

**Money Smart Week Kid Essay Contest:** Some campaigns choose to do a Money Smart Week Kid Essay Contest. If libraries are interested it is recommended that the question is finalized and the contest marketed in early January. If libraries are interested in creating a kid’s contest please contact the Chicago Fed for more information.
Online Calendar

As a Money Smart Week partner the Federal Reserve Bank of Chicago provides the ability for you to upload events online. This online database is available for consumers to search for local events. The Federal Reserve Bank of Chicago can also extract your event details from the website and provide them to you electronically if you choose to print a calendar. Print calendars are often used for distribution in the community.

A user guide will be posted online that also includes an online tutorial. The user manual contains screen shots and highlighted text boxes to inform you of database changes that went into effect last year. Changes include: fewer character limits on descriptions, a new list of topics (with limitations of choosing only one), automatic emails to partners informing them of their event status, among others. Please use the manual to guide you through the process.

Should you encounter any errors or non-functioning features, please let us know right away. Your first contact for tech support should be Mariann Rapp at Mariann.Rapp@chi.frb.org or 312-322-2353.

Here are the initial steps to access the database:

1. Go to www.moneysmartweek.org
2. Hover over the Partner button at the top of the page
3. Select ‘Log In’
4. Type in your username: ALA and password: MSW
5. Begin entering events by choosing the Create a New Event button.

Questions or comments can be directed to:

Tiffany Butler: 312-322-2920
Discussion Forum

An online discussion tool is available for all partners. The application will serve as a communication forum for partners to exchange resources, ideas, special requests, questions and comments for Money Smart Week as well as ongoing financial literacy initiatives throughout the year.

Upon entering the forum you will be able to view and read posts from other partners. Discussion threads for Money Smart Week committees will always remain at the top of the forum. New topics or posts will be displayed directly below the committee threads.

Chicago Fed representatives will monitor discussions.

Follow these simple steps to access the forum:

2. Hover over the Partner button at the top of page.
3. Click on Discussion Forum located at bottom of the drop down menu

Questions or comments can be directed to:

Tiffany Butler: 312-322-2920

Library Specific Discussion Forum

ALA has created a specific discussion forum mswlibrary@ala.org for libraries to discuss library specific queries related to Money Smart Week

Subscribe Instructions:

* Go to http://lists.ala.org/sympa/info/mswlibrary
* Choose “Subscribe” from the left-hand column and provide your e-mail address
* First-time subscribers will be required to provide a password
Survey Information

As Money Smart Week partners we ask that at the conclusion of Money Smart Week you complete and return attendance numbers for all events, partner surveys, participant surveys, photos, media clips and samples of any other promotional materials used during the campaign. The surveys are an important tool for us to obtain consumer feedback. We ask that you take attendance and collect surveys at each of your events and submit that information by May 18, 2013.

Consumer Survey

Consumer surveys must be electronically submitted via SurveyMonkey. The consumer survey links will be sent out at the end of the campaign.

Attendance

Attendance numbers can be submitted through the event database. You will receive an email after your event ends prompting you to click a link and submit your attendance for each class. If you submit more than one number for the same event, the last number entered will stand.

Highlights

Please remember to take pictures at your events and submit them to us with names, dates, places, etc. by the same date. These action shots that communicate teaching and learning will be used in the Annual Report. All pictures and promotional materials can be sent to: Tiffany.Butler@chi.frb.org.

Questions or comments can be directed to:

Tiffany Butler: 312-322-2920
Online Marketing Materials

Partners can download Money Smart Week promotional items at www.moneysmartweek.org. Click on the Partner portal to download materials. These materials can help create awareness for the week and/or publicize individual events. To request alternate file formats, or for additional assistance, please contact Bob Dlotkowski, Chicago Fed at 312-322-5648. Examples below may not reflect your state/dates.

Logos
Logos can be placed on a wide array of materials to promote Money Smart Week activities.

Posters
Posters are another marketing tool. Available sizes are either 8 1/2” x 11” or 11” x 17” and come in two versions: customizable and "ready to go" (print-ready).
**Bookmarks**
Bookmarks are normally distributed through local schools and libraries.

**Inserts**
Inserts are typically used as invoice/billing statement stuffers or distributed to customers at local retail venues such as at bank teller windows, in grocery bags or with pizza deliveries, etc.

**T-shirts**
T-shirts have been used by partners for various promotional activities prior to or during Money Smart Week. They can also be worn by volunteers who accompany "Ben Franklin" at designated events.
Suggested opening script for all adult MSW Events:

Welcome to [name of your event]. [Details about your event]. Today’s class/activity is one of hundreds of free financial education events that are occurring all over the country in connection with Money Smart Week, sponsored by the American Library Association and Federal Reserve Bank of Chicago. Financial institutions, government agencies, not-profits, libraries and schools are joining forces to raise awareness about financial education and provide resources to the public at large. Because this is a Money Smart Week event, all content will be void of sales pitches and will not refer to my company’s/organization’s products or services unless used as an example or asked about by participants. [Please provide Money Smart Week calendars or promotional materials to participants to invite them to other events and/or direct them online to moneysmartweek.org].

Each of you has a short survey. We ask that you take a few minutes at the conclusion of the class to provide some feedback about today’s discussion as well as how you heard about us. This information is very important to maintain quality and determine the best ways to inform you of next year’s event. Please note that there is also an email address and website should you want to submit additional comments online.

Lastly, you have a signup sheet if you wish to be informed about future Money Smart Week campaigns as well as free financial education activities throughout the year. As with the Money Smart Week events, you will not be solicited or marketed any products by signing up. If you’d like to be added to that email list, please check the box to the left and complete your contact information at the bottom. You may also check the ‘follow-up with me’ box if it’s ok for Money Smart Week coordinators to contact you in the future to complete a post event survey and/or help with next year’s promotional efforts by informing others about how you or your family benefited from what you learned during Money Smart Week.
The following survey helps us understand how we can improve Money Smart Week and make sure the events we offer reach the widest possible audience. Your answers are completely anonymous and cannot be used in any way to identify you.

1. What is your gender?
   __ Male __ Female

2. How old are you?
   __ Under 18 __ 18 – 24 __ 25 – 34 __ 35 – 49 __ 50 – 65 __ Over 65

3. What is your ethnicity?
   __ African-American __ Asian __ Hispanic __ White (non-Hispanic) __ Other

4. What is the highest level of education you attained?
   __ Some high school __ High school or GED __ Some college __ College degree __ Graduate Degree

5. How valuable did you find the Money Smart session you just attended?
   1 Not at all valuable 2 Not valuable 3 Valuable 4 Very valuable

6. How likely are you to change the way you manage your money because of what you learned?
   1 Very Unlikely 2 Unlikely 3 Likely 4 Very likely

7. How likely are you to recommend a Money Smart event to your friends and family?
   1 Very Unlikely 2 Unlikely 3 Likely 4 Very likely

8. How did you hear about the event you attended?
   __ Event Calendar Booklet (Where did you get the calendar?)
   __ Television (Which station?)
   __ Radio (Which station?)
   __ Newspaper (Which paper?)
   __ Email/Internet (Which Website?)
   __ Mail insert
   __ Word of the mouth
   __ Other (Please specify) __

9. Have you ever visited MoneySmartWeek.org or MoneySmart.org/ALA?
   __ Yes __ No

10. Please provide additional comments or suggestions on the back of this page

Additional questions, comments or concerns about sales pitches at your event? E-mail us at Money.Smart@chi.frb.org or visit us online at moneysmartweek.org to submit a comment.
La siguiente encuesta nos ayuda a nosotros a entender como podemos mejorar Money Smart Week y asegurar que los eventos que ofrecemos alcancen la mayor audiencia posible. Sus respuestas son completamente anónimas y no pueden ser usadas de ninguna manera para identificarle a usted.

1. ¿Cuál es su género?
   __ Masculino __ Feminino

2. ¿Qué edad tiene usted?
   __ Menos de 18 __ 18 – 24 __ 25 – 34 __ 35 – 49 __ 50 – 65 __ Más de 65

3. ¿Cuál es su etnicidad?
   __ Africano-Americano __ Asiático __ Hispano __ Blanco (no-Hispano) __ Otro

4. ¿Cuál es el nivel más alto de educación que usted atendió?
   __ Alguna Escuela secundaria __ Escuela secundaria o GED __ Algo de colegio __ Grado universitario __ Post grado

5. ¿Qué valor encontró en la sesión de Money Smart que usted atendió?
   1 No de mucho valor 2 Nada de valor 3 De valor 4 De mucho valor

6. ¿Qué posibilidades hay de que usted cambie la manera en que maneja el dinero debido a lo que usted ha aprendido?
   1 No muy posible 2 No posible 3 Posible 4 Muy posible

7. ¿Qué posibilidades hay de que usted recomiende el evento de Money Smart a sus amigos y familia?
   1 No muy posible 2 No posible 3 Posible 4 Muy posible

8. ¿Cómo usted escuchó sobre el evento que atendió?
   __ Calendario (¿Dónde consiguió el calendario?) ________________________________
   __ Televisión (¿Cuál estación?) _______________________________________________
   __ Radio (¿Cuál estación?) ___________________________________________________
   __ Periódico (¿Cuál periódico?) _____________________________________________
   __ Correo electrónico/ Internet (¿Cuál página de internet?) ________________________
   __ Correspondencia insertada ________________________________
   __ Por otra persona ________________________________
   __ Otro (Por favor especifique) ______________________________________________

9. Has visitado el sitio del internet MoneySmartWeek.org?
   __ Sí __ No

10. Por favor provea comentarios adicionales o sugerencias en la parte atrás de esta página

¿Preguntas adicionales o comentarios? Envíenos un e-mail a Money.Smart@chi.frb.org.
Consumer Signup Sheet

Let’s stay in touch!

☐ Sign me up for the Money Smart email list
   You will be sent notifications throughout the year about free financial education events including Money Smart Week activities for next year. This list will not be used for solicitation purposes.

☐ Follow-up with me later in the year
   In an effort to continue improvement of programming and be more impactful, Money Smart Week coordinators would like to hear about how you applied what you learned to enhance your financial management skills. Post surveys will be conducted approximately 3 months after Money Smart Week.

   Also, if you have a success story to tell we’d love to help you communicate it through media and promotional efforts for next year’s campaign!

Contact information

Name: ________________________________________________________________

City/State in which you live: ____________________________________________

Email: ______________________________________________________________

Phone number (optional): _____________________________________________
Presenter’s Checklist

☐ Provide opening & Money Smart Week (MSW) talking points at event

☐ Distribute and collect surveys

☐ Distribute and collect consumer signup sheets

☐ Arrange for photos (action shots that communicate teaching/learning)

☐ Record the number of participants and report attendance through the online calendar application or to the partner who submitted/created the event detail within the application. If you do not know who created and added your event online, report your attendance to the MSW planning team chair or your libraries MSW liason.

☐ Submit surveys – See page 8

☐ Submit consumer signup sheets to your MSW organization liason.
American Library Association Partner Kit – Phase II
Money Smart Week® Logic Model for Community Campaigns

Situation: Everyone needs to know how to spend, save, and borrow money wisely to achieve their financial goals. Financial institutions, not-for-profits, schools, libraries and other community partners can join together to support financial education during Money Smart Week.

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<tr>
<th>INPUTS</th>
<th>OUTPUTS</th>
<th>OUTCOMES – IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>What we invest</td>
<td>What we do</td>
<td>Who we reach</td>
</tr>
<tr>
<td><strong>People</strong> Federal Reserve Staff</td>
<td>Planning processes Regular meetings via telephone or in-person</td>
<td>Residents throughout the country, from young people to seniors. Courses in other languages are offered in certain locations</td>
</tr>
<tr>
<td><strong>Partners</strong> Money Smart Advisory Council, partners and libraries – refer to website for list of current organizational members</td>
<td>Kick-off the week with statewide press conferences and local launches</td>
<td>Community Partners involved in money management education</td>
</tr>
<tr>
<td><strong>Materials</strong> calendar of events, posters, inserts, bookmarks, shreds, comics, other Fed promotional materials</td>
<td>Capture the attention of consumers and organizations with media stories, promotions, and advertising</td>
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<td></td>
<td>Select winners of state and local contests</td>
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<td></td>
<td>Offer personal money management workshops, seminars, and activities that are mostly free and open to the public.</td>
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Participants will:
- Increase their knowledge & awareness of the MSW effort; improve relationships with other organizations; be aware of resources & curriculum available for teaching consumers
- Strengthen local collaborative efforts through the networking Money Smart Week affords participants.
- Create a sustainable environment for personal financial literacy efforts in their communities
Best Practices

Events

Creative Events/Topics:
- Advanced Funeral Planning
- How to Find a Great Job and Increase Your Earnings
- Health Savings Through Exercise
- Supermarket Smarts
- Surviving Divorce Financially
- Charitable Giving
- Gambling: Deal or No Deal
- How to Find the Best Deal on Your Apartment
- Joining the Clipping Craze: Getting the Most From Your Coupons
- Buying or Leasing – What’s the Best Auto Deal for You
- Protect Yourself Against Fraud & Scams
- Community Shred Day
- Free Financial Counseling for a Day

Activity Hubs: Use one or more facilities that host the majority of events multiple times a day to increase the likelihood of participants attending more than one class. Schools or community centers have been the most successful venues.

Participation

Extra Credit: Teachers and professors gave extra credit for attending classes and submitting a report.

Money, Gifts & Food: Door Prizes; food and refreshments; registration to win cash or a savings bond when you attend a class and fill out a survey.

Not-for-Profit Clients: Special meeting inviting Executive Directors from local agencies to hear Money Smart Week message and link clients with MSW partners/presenters.

Workplace: Special meeting inviting local Human Resource Managers and/or CEOs to hear Money Smart Week’s message while linking employees with MSW partners and presenters.

Media & Promotion:
- $100 bill inserts with pizza deliveries, grocery bags
- Ben Franklin tour – community events, schools, MSW events, kick-off events, rotary clubs, etc.
- Newspaper partner to print and distribute calendars
- Statement stuffers
- Operation Greenlight (turning building façade or exterior lights green)
- Special meeting inviting local media to hear Money Smart Week message and cover event
- Media personality to Emcee kick-off or other event
Federal Reserve Bank of Chicago (FRBC) Policy on Soliciting Financial Support for Money Smart Week®

Overview: Money Smart Week (MSW) is a public awareness campaign designed to help consumers better manage their personal finances. This is achieved through the collaboration and coordinated effort of hundreds of organizations across the state and Midwest including businesses, financial institutions, schools, libraries, not-for-profits, government agencies and the media. These groups come together once a year to stress the importance of financial literacy, inform consumers where they can get help, and provide free educational seminars and activities throughout the week. Programming is offered to all demographics and income levels and covers all facets of personal finance from establishing a budget to first time home buying to estate planning.

Policy Statement: Money Smart Week partners and planning teams may raise funds and solicit sponsorship of MSW events, materials and activities independent of the FRBC. Direct sponsorship requests and fundraising that is conducted with little to no involvement from the FRBC, must be in compliance with this policy.

Solicitation of Financial Support: Two models are available to MSW planning teams to use in soliciting financial support for MSW. The first involves partners directly contacting the media for support in funding promotional materials (direct sponsorship). The second is a pooled dollar model where the partners pool all MSW fundraising dollars and the partners as a group decide how to divide the dollars raised to support MSW (pooled funds). If a MSW partner or planning team wishes to use a different means of seeking financial support for MSW, it must provide, in advance, the details of its proposal to the FRBC and receive FRBC’s prior approval.

Direct Sponsorship

The direct sponsorship model can be initiated by the FRBC and/or each planning team. If initiated by the planning team, guidelines about equal access to sponsorship opportunities should be defined by the planning team. If initiated by FRBC, an open call for sponsorships must be made to all participating organizations. For example, if the local newspaper is offering to promote MSW with a paid (usually discounted) insert, all partners must have equal opportunity to fund the publication entirely or as one of multiple sponsors who can purchase ad space within the insert. While the FRBC will have no involvement in the transaction of money once these partner/media relationships are established, it will still maintain an advisory role for content and graphics. Furthermore, the FRBC requires that ads sold within the insert are appropriate and in good taste. Banks may purchase ad space, however a disclaimer provided by the Fed will be added to absolve the Fed from any support or endorsement of sponsors. The FRBC may, at its discretion, act as a bridge solely to help establish a connection between the potential sponsor and a media partner.

The FRBC may request sponsorship of promotional materials produced by the Fed including the calendar of events booklet, bookmarks, inserts, posters and/or t-shirts. Partners may sponsor pages within those promotional materials that highlight their support of financial education/MSW and/or their planned MSW activities. Sponsorship levels will not be established. Rather, potential sponsors will be informed of the dollar amount range that past sponsors have provided. It will be up to the sponsor to decide based on that information, its sponsorship level. Sponsors that contribute toward the higher end of the sponsorship range however, may negotiate more prominent placement within the calendar of events booklet. As with media promotional buys, the Fed will not be responsible for any money transactions. Sponsoring partners must work directly with the print vendors to settle sponsorship dollars.
Planning teams may also solicit sponsorship of MSW contests. The rules outlined in this policy apply to contest sponsors. Contest sponsors such as those for the Money Smart Kid scholarship or savings bond raffle will be listed in a factual nature online, in all promotional materials and mentioned in talking points as well as be allowed to announce contest winners at Fed activities such as the MSW kickoff breakfast.

**Pooled Dollars**
The pooled dollars fundraising model must be conducted entirely independent of the FRBC. Recommendations for this type of sponsor participation include:

- An independent (preferably) or partner non-profit should be chosen by whatever means deemed fair and appropriate among all partner organizations to serve as the fiscal agent for MSW funds. The fiscal agent maintains responsibility to account for the collection and use of all fundraising dollars.
- The account should have multiple signers from at least two (2) different partner organizations.
- Dollar goals and needs should be established by consensus and thorough analysis of costs.
- Full disclosure and monthly reports on all funds should be provided to the partner group. These reports should include the details of each individual deposit and withdrawal (name of organization and dollar amount).
- Decisions regarding the fiscal agent should be shared with the partner group at a regular meeting within 30 days of the decision being made.
- A written voting structure should be in place for all decisions that require spending allocated funds.
- Funds should be restricted to marketing and promotional efforts as well as support for events and/or speaker fees.

Marketing and promotional efforts should be in good taste and embody the mission of Money Smart Week. They should not disparage any legal and legit sectors of the financial industry.

**Financial Solicitation Restrictions:** In soliciting support for MSW, partners and planning teams must always maintain a neutral position and never use the name of the Federal Reserve Bank of Chicago or the Federal Reserve System to coerce contributions or support. The FRBC will not endorse any sponsors beyond recognizing their involvement in MSW. The FRBC should be given the opportunity to review any outside promotional campaigns, advertisements and messaging that will be linked to or associated with Money Smart Week campaigns. Any material that is deemed not appropriate by the FRBC and/or the MSW partners’ group at large will not be allowed to be used for MSW or include the Money Smart Week logo or affiliation.

**Federal Reserve Bank Trademarks and Service Marks:** Money Smart Week is a registered service mark of the Federal Reserve Bank of Chicago and it may not be used without the FRBC’s express written permission. Other trademarks and service marks owned by the Federal Reserve Banks also may not be used without express written permission from the owner of the mark.

Money Smart Week is a registered service mark of the Federal Reserve Bank of Chicago.