



DOLLAR WISE

week 2008

CONNECTING WITH CITIZENS AND COMMUNITIES
ON THE IMPORTANCE OF SAVINGS

Working with local partners, organize events, informational sessions, and other outreach efforts that will help citizens in your community understand the importance of personal savings.

DOLLAR WISE WEEK

Dollar Wi\$e Week is celebrated the last week of September every year. It is designed to provide Dollar Wi\$e communities an opportunity to focus on the importance of personal and family financial literacy and to highlight their ongoing, year-round financial education programs. Last year, cities across the country marked Dollar Wi\$e Week with mayoral proclamations, press conferences, and community events.

WHAT IS THE MAYORS' NATIONAL DOLLAR WISE CAMPAIGN?

The Mayors' National Dollar Wi\$e Campaign is a campaign to improve the financial literacy of our nation's citizens. Through the development of a national campaign strategy and partnerships with the members of The U.S. Conference of Mayors' Council for the New American City, cities are invited to join this ongoing campaign to promote financial education. The campaign emphasizes basic money management and planning skills around the core components of education, savings, credit management, and homeownership. Mayors are urged to form a community coalition to develop and promote their local campaigns. Additionally, mayors are free to build on existing financial-literacy programs in their communities. The campaign is designed to be adaptable to the needs of each community.

SUGGESTED ACTIVITIES

COLLABORATE with CBOs and financial institutions on financial education and helping parents bring their kids to open savings and/or investment accounts.

ACHIEVE your community's goal for Dollar Wi\$e Week.

- Establish an achievable, measurable goal for educating your citizens about the importance of personal savings.
- Work with community organizations to organize events, informational sessions such as workshops and classes, and other outreach efforts.
- Share your results with the Mayors' National Dollar Wi\$e Campaign and other Dollar Wi\$e cities.

CELEBRATE Dollar Wi\$e Week in your city.

- Issue a **proclamation** and release it at a press conference or televised council meeting.
- Bring together coalitions and organizations focused on saving to emphasize its importance.
- Hold a press conference announcing the city's involvement in the Dollar Wi\$e Campaign.
- Hold forums/seminars on financial education.
- Spread the word on city cable stations and radio.
- Hold classes/luncheons for city employees.
- Hold community-wide classes and luncheons.
- Write an op-ed piece or letter to the editor.
- Distribute educational materials at
 - City hall
 - Schools
 - Businesses
 - Banks
 - Faith-based organizations
 - Libraries
 - Community centers
- Issue a **press release**.

DEVELOP ongoing activities with your community coalition.

building strong foundations



DOLLAR WISE

MAYORS' NATIONAL DOLLAR WISE CAMPAIGN

Financial Education for America

THE UNITED STATES CONFERENCE OF MAYORS | COUNCIL FOR THE NEW AMERICAN CITY