

# suggested **activities**

**COLLABORATE with advocacy and professional groups** on financial education, its impact on the lives of your citizens, and its effect on your city.

These groups can include:

- Banks, credit unions, and other financial and lending institutions
- Government agencies
- Schools, universities, and community colleges
- Parent/teacher associations
- Senior-citizens associations
- Chambers of commerce
- Local business leaders
- Real-estate companies
- Faith-based organizations

**DEVELOP ongoing activities** with your community coalition.

- Identify existing financial-education programs in your community
- Determine the target groups for your campaign
- Work with Dollar Wi\$e partners to get materials
- Communicate with The United States Conference of Mayors about your project and activities
- Submit best practices to USCM for presentation at the winter and annual (summer) meetings

**CELEBRATE Dollar Wi\$e Week** in your city.

- Hold a press conference announcing the city's involvement in the Dollar Wi\$e Campaign.
- Hold a community forum on financial education.
- Hold seminars.
- Make presentations on city cable stations and radio.
- Hold classes and 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 **proclamation** and release it at a press conference or televised council meeting.
- Issue a **press release**.

