



The United States Conference of Mayors' National Dollar Wi\$e Campaign is encouraging mayors in America to incorporate financial education into their city's summer youth jobs program. This component should focus on:

- Teaching youth about their paycheck.
- Establishing a savings goal.
- Introducing youth to the importance of having a savings and/or checking account.

All cities participating in the Dollar Wi\$e Summer Youth Campaign should incorporate a session on personal financial management into the **orientation** for the summer jobs program. Further participation is not required, but is highly recommended. Options include **ongoing financial education** throughout the summer, either through classes or some form of independent study, such as electronic or online curricula. An **end-of-summer celebration** of the youths' progress is also suggested.

Working with the Federal Reserve Bank of St. Louis, the Dollar Wi\$e Campaign suggests using the "It's Your Paycheck" curriculum available online. However, cities are free to choose their own curriculum. Dollar Wi\$e will also provide additional technical assistance to participating cities, including conference calls with cities, a webinar in spring 2009, and a blog providing updates on the campaign and a forum where cities can share ideas. Dollar Wi\$e will also maintain a Facebook page to engage youth participants in the program.

Enclosed is further information on the Dollar Wi\$e Summer Youth Campaign, including suggestions and ideas on incorporating financial education into your city's summer youth jobs program. We recommend passing this information along to your staff who are coordinating your city's program. **We also invite you to return the enclosed participation form to the Dollar Wi\$e Campaign** so we can provide additional information and technical assistance to your city.

For more information, please contact the Dollar Wi\$e Campaign at 202.861.6759, [dollarwise@usmayors.org](mailto:dollarwise@usmayors.org), or [usmayors.org/dollarwise](http://usmayors.org/dollarwise).



Mayors' National  
Dollar Wi\$e Campaign



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