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**Money Smart Week Promotion Kit | April 10-17, 2021**

**Part I – February 25, 2021**

*Join us for Virtual* [*Money Smart Week*](file:///\\Rb.win.frb.org\g1\Shared\Files\CHI\PubInfo\Money%20Smart%20Week\Supporter\2021\MoneySmartWeek.org) *2021 April 10-17, 2021. We encourage Supporter organizations to promote this year’s virtual campaign through their own digital, email and social channels. All Money Smart Week events are open to the public. We encourage you to invite colleagues, clients, professional networks, etc. to participate in what promises to be an engaging week of events.*

*Virtual Money Smart Week 2021 will focus on one daily “Money Smart” theme. Content will be provided by government, non-profit and educational institutions through a combination of 10-15-minute presentations, checklists, toolkits and other pertinent resources. Money Smart Week programming will focus on supporting the needs of low to-moderate income households - those most affected by Covid-19 - to encourage greater financial well-being in their communities.*

***Digital promotion between now and April 9*** *should focus on driving those interested to register for the live events that will take place throughout the week*. *General information on each event and a button to register can be found at*: [www.moneysmartweek.org](http://www.moneysmartweek.org). Please note that the webpages are currently still under construction but will be live soon.

***On each day of Money Smart Week (April 10-17)****, we ask that promotion shift to focus on sending people directly to the 10-15 minute live streaming events, which will be open to the public and do not require pre-registration. The events can be watched at:* [www.moneysmartweek.org](http://www.moneysmartweek.org).

***Below is sample text for online, e-mail and social media promotion.*** *Please use the copy as is or edit as appropriate for your organization. We have included file attachments with images prepared for social media. If helpful, please use them.*

**General Description for Promotion Online (such as on a website or in a newsletter)**:

Virtual [Money Smart Week](https://www.moneysmartweek.org/) 2021 will be held Saturday, April 10 – Saturday, April 17 . This week-long free virtual campaign aims to help people better manage their personal finances with a focus on those hardest hit by the COVID-19 pandemic.

This year’s line-up includes:

* Saturday, April 10 @ 10:00 a.m. CST |

Talking Cents (The University of Chicago Financial Education Initiative)

* Sunday, April 11 @ 10:00 a.m. CST |

Saving (FINRA Investor Education Foundation)

* Monday, April 12 @ 12:00 p.m. CST |

Basic Banking (The Economic Awareness Council)

* Tuesday, April 13 @ 12:30 p.m. CST |

Student Loans (U.S. Department of Education, Federal Student Aid)

* Wednesday, April 14 @ 1:00 p.m. CST |

Fraud Protection (Internal Revenue Service)

* Thursday, April 15 @ 1:00 p.m. CST |

Personal Finance (Global Financial Literacy Excellence Center)

* Friday, April 16 @ 12:00 p.m. CST |

Housing Protections + Resources (Consumer Financial Protection Bureau)

* Saturday, April 17 @ 10:30 a.m. CST |

Budgeting (University of Wisconsin-Madison, Division of Extension)

View more details at [www.moneysmartweek.org](http://www.moneysmartweek.org). Events are free and open to the public, but registration is advised. Questions for the panelists can be submitted during the registration process.

**General Email Invite:**

Join me for Virtual [Money Smart Week](https://www.moneysmartweek.org/) to be held Saturday, April 10 through Saturday, April 17, 2021.

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**Social Media Posts**:

Chicago Fed & Money Smart Week social media handles:

* Twitter: [@chicagofed](https://twitter.com/chicagofed), [@MoneySmartWeek](https://twitter.com/moneysmartweek)
* Facebook: [@frbchicago](https://www.facebook.com/frbchicago/), [@MoneySmartWeekNational](https://www.facebook.com/MoneySmartWeekNational)

Live event host organization social media handles:

* [[**The University of Chicago Financial Education Initiative**](https://financialeducation.uchicago.edu/)](https://nationalbusinessleague.org/) |

Twitter: [@FinEdInitiative](https://twitter.com/FinEdInitiative)|Facebook: [@FinEdInitiative](https://www.facebook.com/FinEdInitiative/)|

LinkedIn: <https://www.linkedin.com/company/financial-education-initiative>

* [**FINRA Investor Education Foundation**](https://www.finrafoundation.org/) | Twitter: [@FINRAFoundation](https://twitter.com/FINRAFOUNDATION) |

Facebook: [@FinraFoundation](https://www.facebook.com/FinraFoundation/)

* [**The Economic Awareness Council**](https://www.econcouncil.org/) | Facebook: [@EconomicAwarenessCouncil](https://www.facebook.com/EconomicAwarenessCouncil)
* [**U.S. Department of Education Federal Student Aid**](http://www.studentaid.gov/) |

Twitter: [@usedgov](https://twitter.com/usedgov) | Facebook: [@ED.gov](https://www.facebook.com/ED.gov/)

* [**[Internal Revenue Service (IRS)](https://www.irs.gov/)**](https://nationalbusinessleague.org/)  | Twitter: [@IRSnews](https://twitter.com/IRSnews)|Facebook:  [[@IRS](https://www.facebook.com/IRS)](https://www.facebook.com/FinEdInitiative/)|

LinkedIn: <https://www.linkedin.com/company/irs>

* [[**Global Financial Literacy Excellence Center (GFLEC)**](https://gflec.org/)](https://nationalbusinessleague.org/) | Facebook:  [[@gflec](https://www.facebook.com/gflec)](https://www.facebook.com/FinEdInitiative/)|

LinkedIn: <https://www.linkedin.com/company/global-financial-literacy-excellence-center-gflec->

* [[**The Consumer Financial Protection Bureau (CFPB)**](https://www.consumerfinance.gov/)](https://nationalbusinessleague.org/) | Twitter: [@CFPB](https://twitter.com/CFPB) |

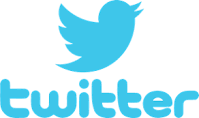
Facebook: [@CFPB](https://www.facebook.com/CFPB)| |

LinkedIn: <https://www.linkedin.com/company/consumer-financial-protection-bureau>

* [**University of Wisconsin-Madison, Division of Extension**](https://extension.wisc.edu/family/)|

Twitter: [@UWMadisonExt](https://twitter.com/uwmadisonext)|Facebook: [@uwmadisonextension](https://www.facebook.com/uwmadisonextension)

*Note: Please tag the above handles of individuals & organizations involved in this event in your posts as you see fit.*



**Suggested post on organization’s Twitter:**

Join virtual Money Smart Week Saturday, April 10 – Saturday, April 17, 2021 for a week of financial capability programming focused on those hardest hit by the pandemic. Learn more: [www.moneysmartweek.org](http://www.moneysmartweek.org)

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**Suggested post organization’s Facebook and/or LinkedIn:**

Join me for virtual [Money Smart Week](http://www.moneysmartweek.org) -- a week of virtual financial capability programming to be held Saturday, April 10 through Saturday, April 17, 2021.

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Personal Finance (Global Financial Literacy Excellence Center (GFLEC))

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**Visual assets**: (Files also attached to email)

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