



FINANCING YOUR FUTURE WEEK

Mid-September 2014

PURPOSE

An annual state public awareness campaign that:

- 1) Promotes the importance of building the capacity of all Californians to make good financial decisions to achieve their goals; and
- 2) provides a framework for state, regional and local financial education/capacity building organizations to work in collaboration to highlight their programs and services.

Modeled after Chicago Federal Reserve Money Smart Week

FRAMEWORK

State Steering Committee

- ▶ Responsible for branding and overall marketing and outreach, development of participation guidelines and approval of participants. Identifying and engaging statewide and regional partners. Planning kick off event.

Membership: Representatives of the Controller's Financial Literacy Advisory Committee (FLAC), State Controller, CA United Way, CalNEVA, FDIC, SF Federal Reserve, CA Department of Business Oversight, Assemblymember Dickinson's Office (Chair of the Assembly Banking and Finance Committee). Who else should be added?

State Partners

- ▶ Responsible for engaging their local/regional affiliates in organizing or participating in financial education activities during the designated week.

In addition to the above should recruit: CalCPA, State Library Assn. , State Dept. of Education, State Dept of Consumer Affairs, State Treasurer's Office, Chamber of Commerce, CA Black Chamber of Commerce, Hispanic Chamber of Commerce, CA Asian Chamber of Commerce, Community Colleges, CSU, UC ...

FRAMEWORK CONT.

Regional Partners

- ▶ Responsible for organizing local financial education/capacity building organizations to provide financial education activities and services during the designated week.

Examples

- ▶ Assemblymember Dickinson's office is planning to organize a Sacramento Financing Your Future collaborative to put on activities for the week.
- ▶ CalNeva (CA State Association of Community Action Agencies and Community Services Block Grant funded agencies) CalNEVA is in every county and has said that their members would be interested in serving as the regional coordinator of events in their respective communities.

FUNDING

Partners would be responsible for funding their own activities. However, the FLAC may want to raise dollars for specific goals. For example, in Wisconsin, the Governor's Financial Literacy Council raises funds for books with a financial literacy theme that are distributed to libraries and handed out during their children's reading circle during FL week.

Could your organization/assn. provide in-kind assistance with development of marketing/branding concepts? i.e. logo, website design (website would be at the SCO), and promotional materials.

NEXT STEPS FOR CFLAC

- ▶ Agree on the name of the week-Do you like Financing your Future week?
- ▶ Agree on the timeframe: mid-September?
- ▶ Promote the idea within your organization, identify a point person to work with.
- ▶ Let me know if you want to be on the steering committee.
- ▶ Identify who is missing from the steering committee and state partners.

