

FINANCIAL WELLNESS EVENT

Comprehensive Training Guide



ECMC



TABLE OF CONTENTS

Mission and Goals	2
Event Committee	2
Date and Timeline	2
Funding	3
Agenda	3
Subcommittees	4
Community Involvement	6
Campus-Wide Buy-In	7
Guest Speakers and Presentations	7
Evaluation	8
Recap Meeting	8
Sample Schedule: Financial Wellness Event	9

MISSION AND GOALS

Prior to developing a new program or event, review the mission and goals for the Financial Wellness Program on campus. Identify areas of the mission and goals that will be accomplished by during the event. Each year the mission and goals will expand with the growth of the program. Events tend to grow momentum because of student participation and word of mouth year after year. By year three, it should be a reasonable expectation to have broad participation of students, faculty and staff from across campus.

EVENT COMMITTEE

Identify the members of the Financial Wellness Event Committee. Most likely there will be several members from the Financial Wellness Taskforce, but don't assume they will all be involved in the main event. To design and organize the event, careful consideration should be given to include committee members with expertise in the activities which will be a part of the event. Assign at least one peer-to-peer advisor to serve on the committee and all peer-to-peer advisors to be a part of the event. Members of the taskforce may assign someone from within their department to be on the event committee if they know they have a special skillset that would be useful to accomplish the goals. Encouraging others shares excitement and expands the visibility and buy-in of the entire program. Be sure to include members on the committee who have expertise for the subcommittees discussed later on in this guide.



DATE AND TIMELINE

Beginning 12 months in advance of the event, schedule monthly meetings with the committee to keep the event planning on task. Meetings should become bimonthly for the final three months leading up to the event. By establishing the calendar and timeline at the first event committee meeting, members can recognize the time commitment and bow out of the committee if they are unable to make this commitment.

In addition, establish specific timelines for subcommittee tasks (see *Subcommittees* section on page 4 for more information). Timelines should also be set by the end of the first committee meeting to address expectations for each subcommittee's role and responsibility. During the first meeting also consider discussing the goals of the event as well as having a logo and theme for the event.

FUNDING

What is the budget for your Financial Wellness Event? Where are the funds coming from? Prior to scheduling the event, funds (or at least projected funds) should be secured. There are grants for financial wellness initiatives, but for events you will also want to consider sponsorship and community donations.

Encourage local companies to exhibit at the event. Companies to consider are those who have a vested interest in the community as well as financial wellness education offerings for the school. Local banks, credit unions or financial planners may want to pay to setup a display table. Vendors from across campus may want to give back to the institution, and provide gift cards for prizes or to help offset the cost of food and beverages needed throughout the day. Contact law enforcement agencies, city councilmen/councilwomen and faith-based organizations that promote debt management about sponsoring the event. Law enforcement may have a fun time with identity theft strategies.

Selling tables for exhibits will open opportunities for sponsorship and expand the program. Consider community organization that may provide services students need in order to have a successful college career. The sky is the limit for sponsors. All donations will be used to fund the event and not to stockpile or collect funds to support any other activity.

AGENDA

A draft agenda should be designed early in the planning process. The draft should include the date, time slots, activities, presentations, logo and theme. Also think about if there will be games and activities or only an exhibit area with speakers. The agenda will help finalize the times and locations. Know your students and think outside the box to build excitement for the event.

Once the draft agenda is developed, submit it with a proposal to the upper administrator(s) or those who must sign off on such events. Once the agenda has been approved, it is time to get the event added to the campus events calendar and begin to firm up the program. Think about who is committed and how many campus and off-campus community leaders want to be a part of the event. A list of each category should be made and the second draft should be submitted to the taskforce for final approval. Once final approval has been received, it's time to divide up all the many different areas of work and solidify subcommittees with task, goals and deadlines.



SUBCOMMITTEES



Exhibits

The exhibitor chair should reach out to all prospects to see who would like to pay for a table at the event. It is best to offer tables the first year for a nominal charge, such as \$250, in order to gain their support. By year three this fee most likely range from \$250-\$500. Remember to survey those sponsors at the end of the event to verify what they feel they received as their return on investment. Communicate payment due date since these funds will be needed in advance to rent equipment or purchase supplies or food.

Door Prizes

The door prizes chair has a fun but challenging task: how many door prizes are needed? There should be no limit because prizes can be used as part of the promotion for the event. However, being creative can be a chore. Once again, think outside the box. What do students want/use: pizza (and other free food), oil changes, movie passes, nail salon gift certificates, event tickets and free products (like iPads, backpacks, T-shirts and other school logo items). If there is enough time, create a coupon book to give to all attendees that may include a gym coupon, 10% discounts off goods/services or free items like ice cream cones, soda and appetizers.

Food

Food is very important for student activities and events and the event is no different. Slot different foods throughout the event. Work with campus vendors to see if they may be able to supply food items. Don't forget the athletics department, which has special access to vendors. An all-time favorite is popcorn. It smells great and normally the crowds will come looking for it. Also, check with other clubs on campus if there is not a food service that can supply snacks or meals for the event. If lunch is scheduled to be provided, work with restaurants in the food court or use this as an opportunity to bring in more community support.

Presentations

The presentations chair will work to secure the speakers for the event. It will be important to stay connected to the presenters from throughout the planning process until after the event. First, confirm the date and time of the presentation, and then closer to the event, get a copy of the PowerPoint, ask for a bio and equipment needs (screen, projector, whiteboard, etc.). Request items from departments that can assist with room setup and work closely with logistics to make sure nothing is missed and assigned rooms are correct.

On the day of the event, handle all items the presenters may need. Secure parking or parking passes in advance, meet and greet them upon arriving to campus, escort them to their location, and assure them their setup is correct and they are ready to go.

Games

Games can play an important role to distinguish this event from many other student events. Review the agenda and use games and activities to reinforce hot topics.

Money Machine

Enclose students one at a time and allow them to grab all the play money they can within a designated time frame. Upon exiting the machine, each student will be handed a budget sheet and a scenario (career, family size, housing, cars, etc.) and be given time to create a budget to be entered to win a prize.

Thrift Store Fashion Show

Early in the day of the event, select students who have a break in their schedule to take an allotted amount of money to the local thrift store, purchase an outfit and host a fashion show at the end for the day.

Television Game Shows

Often free templates are available online for shows such as Jeopardy, Who Wants to Be a Millionaire and Family Feud. These shows provide structure but are also fun to reinforce a designated topic. All ages tend to jump in and participate. Make it fun and informative.

Other Ideas

Dunk debt—an old-fashioned water tank/baseball dunk game—pop balloons with darts or pick up ducks for prizes. Be sure to require a correct answer from a financial literacy question to win tickets for multiple throws. The sky is the limit so use a fond memory to create fun activities to engage all students.

Public Relations

A key to success for your event will weigh heavily on public relations across campus and the community. If this person cannot post to social media, consider adding someone to this subcommittee who has the ability to do so. Make sure the messaging is the same for all formats promoting the event. Don't forget to use all forms of media to promote the event, especially campus newspapers, radio and television. Post information on monitors across campus, blast information through email and post on social media sites. Make it fun and keep the messaging consistent for at least 45 days prior to the event. Save the dates should be communicated to faculty, staff and student calendars at the beginning of the term.



Charity Event

Although this is an educational event, students enjoy giving back and feeling they are making a difference. The charity chairperson should work with student organizations across campus to select an organization or person in need with which students connect. It could be a local nonprofit or a student who has suffered a great loss, such as home or immediate family member. Allow students to give back even if it's in a very small way for the first event.

Logistics

The logistics chairperson will begin work early in the planning process. This person needs to think about what space(s) on campus needs to be reserved for the event, are there any rules that may hinder the success of the event, etc. Logistics includes more than location; it also includes the setup for any PowerPoint presentations, games or activities. Think about what else needs to be done to ensure a smooth day—are there presentations that need to be loaded on projectors in advance, are there parking permits needed for guest participants to be able to bring exhibits or supplies close to the location, is rental equipment needed, etc. Know the ins and outs prior to arrival and be prepared to meet any unexpected issues. An example would be electricity. Electricity could be available but only for a two-plug outlet and the equipment requests a three-plug grounded outlet. Be prepared.

Keep in mind, the logistics chairperson should always have a backup plan! Don't let a year's long planning event be rained out if you are planning an outdoor event. Rescheduled events are not usually as successful. Be sure to have a confirmed backup plan from the beginning.



Volunteer Coordinator

Although the Financial Wellness Taskforce and the financial wellness event committee will be working diligently to make the event a success, it will take a lot of volunteers as well. The volunteer coordinator will be busy recruiting volunteers (from community members, students, faculty and staff) who will help with setup, direct students and clean up after the event. An event like this cannot have too many volunteers, especially the day of the event, as long as the volunteers are organized and the coordinator has a plan. Be sure to meet with the volunteers a few days before the event to make sure there are enough to meet the needs of the event.

COMMUNITY INVOLVEMENT

There have already been many ways the community can be involved but to recap, simple ways may include: donations, charity, exhibitors, speakers, food/beverages and activities. As the event expands in future years, consider inviting high school seniors from nearby schools or Boys and Girl Clubs.

CAMPUS-WIDE BUY-IN

Once an event has a foundation, a mission, goals, theme and logo, date and time, the event begins to come to life. It has a name and others across campus can immediately connect to how it will have a positive influence and affect students they work with directly. At that point, it's time to sell the event. It's important for others to realize financial wellness promotes holistic student success not just financial aid.

Since the Financial Wellness Event is a large all-inclusive campus event, all departments need to be aware of the event and possibly become part of the event. These departments may include: Enrollment Management, faculty, Alumni Relations, Career or Student Employment Services, Department of First Generation Students, TRiO, student government, Greek societies, Residential Housing, clubs and organizations, institutional partners, food services, Security and the university's foundation.

There should be a plan in place as to how selling the event to the various departments and services can play a role in making the event a success. For example, faculty may require attendance, allow class time to attend or allow students to be a part of the event. Food services is often an outsourced department on campus; therefore, they may donate snacks or equipment (such as an ice cream cart or popcorn machine) to be used during the event.

It is important to be creative when selling the event across campus. What sets this event apart from other events, orientations and activities that happen throughout the academic year? The event can be sold as one event that has something for everyone—all types of students, every degree or certificate program, and faculty and staff might find a tool they can use along the way.

GUEST SPEAKERS AND PRESENTATIONS

Setting the event stage is very important, but remember to include the value that was sold during the cross campus buy-in. Games can be used to go along with speakers to enhance excitement or to reinforce concept being taught. For the first event, select two topics to cover—such as identity theft, budgeting or credit cards—and then identify who are appropriate speakers for these areas. Reach out to resources off campus to help accomplish program expansion and exposure. Find key time slots to have the two speakers. One might be during lunch and the other might be later in the day as some students are leaving and evening students are arriving to campus.



EVALUATION

Paper surveys may be the easiest and quickest way to gather student feedback about the event. The committee should prepare evaluations 60 days prior to the event. Surveys should be very specific for various sections of the event; for example, at the end of each presentation, games or activities, the overall event, food, location and knowledge gain.



RECAP MEETING

Time for this meeting should have been scheduled from day one. It is critical to meet the morning following the event or at the end of event day. Although everyone has very good intentions, often once the event has ended, administrators are on to the next important task at hand. The chair of the Financial Wellness Event should host the meeting and start with the beginning of the agenda and go through each category and time slot. Ask about what worked, what didn't and what could have been done a little differently to achieve a better response.

Surveys should have been completed at the end of each session and this is an important time to review the responses. The recap meeting is important to improve and grow from the event that ended. A report should be written and sent to the committee for review after the meeting and then after any corrections it should be presented to the Financial Wellness Taskforce. Most likely others across campus will be very interested in the statistics included in the report.

SAMPLE SCHEDULE: FINANCIAL WELLNESS EVENT

April 14, 20xx

3:00 P.M. Financial Wellness Event Committee meeting

April 15, 20xx

7:00 A.M. Financial Wellness Event Committee meeting

7:30 A.M. Inflate money machine for budgeting activity

8:00 A.M. Sponsor/vendor exhibit setup

9:00 A.M. Ringing of the bell: Opening of inaugural Financial Wellness Exhibits open

10:00 A.M. Breakout session: Identity theft (guest speakers) (Room 1)
 Breakout session: Credit card (brief presentation with Jeopardy game) (Room 2)
 Breakout session: Virtual budgeting with money machine (Room 3)

11:00 A.M. Games and activities:

- Dunk debt
- Jousting over spending
- Financial wellness checkup with human checkers
- Face painting, balloons, clowns, etc.
- Snacks (ice cream, cotton candy, popcorn, etc.)

1:00 P.M. Repeat all three breakout sessions

3:00 P.M. Thrift store fashion show

5:00 P.M. Sponsor/vendor exhibit breakdown

6:00 P.M. Charity event (Stomping Out Property, Feeding the Hungry, Giving back to XYZ Homeless Shelter, etc.)

April 16, 20xx

10:00 A.M. Recap meeting
 Calculate and review numbers:

- Attendee number
- Session topics and evaluation
- Budget

(Note: Do not delay meeting. The best feedback is received within 24 hours of closing an event or activity.)