

Are you joining in the fun to Teach Children to Save in 2018?

Whether you are starting small by just asking your coworkers to post an educational message on their social media pages or your team is visiting dozens of schools, we thought you might appreciate a few tips and educational messages to share!

Tips:

- + When visiting schools, be sure to bring along photo release forms or ask the teacher in advance which children do not have parental permission for photos. Great, safe shots are from that back of the room with the kids watching one of your bankers give a riveting presentation.
- + Do group photos with the teacher.
- + Have the kids strike exciting and energetic poses with your bankers.
- + Fill your social media posts with images of kids and piggy banks or other images that denote saving money and children.

Tidbits for your newsletter, statements or e-newsletters:

- + This Friday is Teach Children to Save Day. If you struggle to teach the kids in your life about money, start with a family savings goal. Put a jar on the counter that all spare change goes in to. Save for a fun family outing you can all agree on. All will get excited to watch the jar fill!
- + Friday, April 20 is Teach Children to Save Day. Have you opened a Youth Savings account for your kids? Even setting aside \$1 per week adds up over the course of their lives. 18 years x \$52 + the magic of compound interest can make a difference as they set off for college!
- + In honor of Teach Children to Save Day, sit down with your kids this weekend to talk to them about needs vs. wants. Have them pick a savings goal for something that they want. Help them break it down into weekly savings amounts. Post a thermometer on the fridge to help them keep track of progress.

...continued on next page.

Facebook & Instagram Post Ideas:

- + Very proud to work for XYZ bank, where we value financial education. This year we are visiting XX number of schools for Teach Children to Save Day 2018!
#TeachChildrenToSave
- + Excited to visit XYZ school today representing XYZ Bank! #TeachChildrenToSave
- + In honor of Teach Children to save day our bank is visiting XX number of schools this Friday! #TeachChildrenToSave
- + Teaching kids about money makes for a great day at work! #TeachChildrenToSave
- + Did you know that 39% of Americans have \$0 in savings and only 57% have less than \$1,000 in savings says [GOBankingRates](#)?

If you have any questions or we can help with any of the above, we'd love to hear from you at info@htmobiapps.com