

5 Ways to Promote

\$AVING OUR FUTURES

A FINANCIAL RESPONSIBILITY
PROGRAM FOR YOUNG PEOPLE



Below are five actions you can take now to promote the *Saving Our Futures* curriculum. Choose the options that best fit with your organization. Several promotional tools have been created to help you, which are listed under their corresponding action steps and available at www.americaspromise.org/financialresponsibility.

1 Distribute the curriculum to your organization's established networks. Let your partners, members and others know the curriculum is available, and encourage them to use it and pass it on to their own networks. Available tools you can use:

- Electronic flyer

2 Post a link to the curriculum on your organization's Web site. Encourage your partners, members and others to post it on their sites. Available tools you can use:

- Web banner

3 Announce the curriculum's availability in your organization's newsletter. Use the article that has already been written, or write your own. Available tools you can use:

- Newsletter article and cover image

4 Host a screening of the film, *I.O.U.S.A.*, followed by a discussion of the curriculum.

This could be a stand-alone event, or you could tie it into something already planned, such as a conference or large meeting. Available tools you can use:

- *I.O.U.S.A.* (30-minute version)
- PowerPoint presentation
- Electronic flyer

5 Co-sign a letter from America's Promise Alliance and send it to your organization's CEO/President/Executive Director. The letter explains the curriculum and the importance of involvement from organizations like yours – tailor it for your use. Available tools you can use:

- Letter template

The curriculum and promotional tools can be found at: www.americaspromise.org/financialresponsibility



The *Saving Our Futures* curriculum is a companion curriculum to the documentary film *I.O.U.S.A.* It was developed by the Academy for Educational Development for the America's Promise Alliance, with funding from the Peter G. Peterson Foundation, to help young people learn about financial responsibility and to advocate for smarter money management in their homes, communities and from elected officials.