



# National Money Week Detailed project plan

September 2013, The Netherlands



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# 1. Introduction

National Money Week 2014 is the 4<sup>th</sup> edition of this event held in a row. In May 2013, the high level project plan and associated budget were adopted. This detailed project plan has been produced based on experiences with previous editions and feedback received from project partners and project team members.

# 2. Ambition

During National Money Week, the partners place the subject of *learning to manage money* on the agenda for primary education. Numerous activities take place throughout the country during the week which are focused on teaching children ages 4 up to including 12 how to manage money.



# 3. Objectives and Target Groups

Objectives have been formulated for National Money Week 2014 at different levels based on the manual for the evaluation of events (ExpoResult, September 2011). Three types of objectives are discerned in the evaluation model:

- **Target group objectives:**  
who do I want to reach?
- **Process objectives:**  
how do I achieve the intended effect with the target group?
- **Effect objectives:**  
what do I want to achieve (effect)?

## Objectives:

### 1. Target group:

- a. 90 % of primary schools are familiar with National Money Week;
- b. 40% of primary schools have actively participated in National Money Week;
- c. 50% of the parents of children between the ages of 8 and 12 have been reached through information provided on financial education;
- d. 10% of local governments have encouraged schools to participate in National Money Week.

### 2. Assessment:

- a. 80 % of the participating primary schools gave National Money Week a report mark of 7 (out of 10) or higher;
- b. 80% of the participating parties gave National Money Week a report mark of 7 (out of 10) or higher.

### 3. Knowledge, attitude and behaviour:

- a. 40 % of the primary schools plan to give greater attention to the subject of “managing money” in the education they provide;
- b. 40 % of the parents contacted have spoken with their child about the theme of “managing money” because of National Money Week.

## Primary target groups

- children ages 4 up to and including 12
- teachers of pupils ages 4 up to and including 12
- parents of children ages 4 up to and including 12

## Secondary target groups

- Experts/professionals
- Local governments
- Local and national politicians
- Public opinion

## 4. Preconditions

**A number of preconditions have been formulated for the activities in National Money Week 2014:**

- The activity teaches children how to manage money and makes the subject a point for discussion (between children and parents, children and teachers, children among themselves).
- It is an activity for children ages 4 to 12.
- The activity fits in with the learning goals described in the basic vision for financial education.
- The activity has no commercial objective.
- Participating parties agree on a code of conduct.

## 5. Project Organisation

### Project organisation

A large number of parties have become involved with National Money Week. The magnitude of the number of parties involved has taught us that it would be wise to adapt the consultative structure to accommodate this fact. As a result, the project organisation for 2013- 2014 consists of the following:

### Core team

The core team monitors the project objectives and develops plans. The core team consists of members from the programme office of the Money Wise Platform:

- head of the Money Wise Platform
- project manager of National Money Week
- communication manager for the Money Wise Platform

### Project team for National Money Week

The project team is responsible for the development of all resources to be used, for the organisation of key events and for supporting and advising affiliated project partners.

- project manager
- project coordinator for Events
- online advisor
- communication advisor
- PR advisor



### **Team of experts for National Money Week**

The team of experts serves as the sparring partner for the programme office of the Money Wise Platform with respect to the plan of approach for National Money Week. During the life of the project, they meet a maximum of 8 times.

### **Feedback group of teachers for National Money Week**

Programme components are discussed and new materials tested with the feedback group. The feedback group meets when necessary. At the request of the teachers, the majority of these topics are presented to them by e-mail or telephone.

### **Project partners**

Three times a year, during the life of the project, all project partners are invited to an information meeting (October, January, March). Participating parties are also individually supervised and regularly receive a written update during the project.

### **The project partners can be divided into the following categories:**

- Partners that organise an activity;
- Partners that make a contribution in communication (channels) about National Money Week or otherwise promote an activity or activities;
- Partners that make a contribution by sponsoring resources that contribute to achieving the objectives.



## 6. Recruiting Schools



In May 2013, teachers receive a *Save the date* notice along with a nice poster to hang in the classroom.

The website [www.weekvanhetgeld.nl](http://www.weekvanhetgeld.nl) and all communication activities will focus on calling attention to the activities and learning materials being offered and the recruitment of schools starting in September 2013. As of November, teachers will be able to sign up for an activity or request more information from affiliated project partners via the website. The Money Wise Platform will ensure that these registrations and any questions about the school programmes will be forwarded to the project partners weekly. In addition, project partners will approach schools for the implementation of their activity, for example, giving a lesson at the school of their own children, nieces or nephews as a guest teacher. They may also contact a school from the school network of one of the project partners.

The Money Wise Platform will support project partners/guest teachers as of November 2013 in approaching the schools with a poster that can be hung on the walls of classrooms. The poster will provide tips and details about money and

money matters, is geared towards primary school pupils and can be left behind by guest teachers after making an appointment. In this way, National Money Week will be kept in the mind of teachers and primary school pupils, and guest teachers can leave something behind after their initial contact.

The aforementioned approach entails a (limited) risk that several project partners will be active at the same primary school or will approach the same school. In all communication (on the website and in newsletters), it will be explained to teachers that this can occur and that, when in doubt, it would be wise to register via the website of National Money Week. In October, the project partners will receive a toolkit for the recruitment activities from the programme office of the Money Wise Platform. The purpose of this toolkit is to establish a uniform approach to primary schools by all project partners and to reinforce all communication activities by using uniform resources during the recruitment phase.

## 7. Programme Components

### a. A learning pathway and jointly developed teaching materials

In collaboration with the publisher Zwijsen, a learning pathway will be developed. The learning pathway is a practical document that helps teachers achieve final goals in a good structure. The learning pathway is based on the basic vision for financial education and the learning goals and competencies as defined by the Nibud.

The teaching materials comprise 8 year groups and 4 current themes with which teachers can start working in November 2013. The teaching materials can also be used by a guest teacher in the classroom. A guest teacher can choose for him or herself which theme best fits the subject of his/her lesson. Each package contains an assignment for homework in order to reach and involve the parents.

### b. Opening event for National Money Week

The opening event for National Money Week has the following objectives:

- National media attention for the key message;
- Emphasising the social character of the project partners' activities;
- Festive moment that the project partners celebrate together.

### c. Money Challenge school competition

The Money Challenge is a school competition for primary schools in which the upper years present how they have tackled the subject of money as a group during the final in National Money Week. To this end they can start with products provided by project partners, such as the *Klasse!kas* (classroom cashbox initiative) prior to National Money Week. The presentation could also be integrated into the year-end musical, or be set up after following the BizWorld programme.

### d. Activities on offer during National Money Week

The starting point for the programme and the activities for National Money Week 2014 is the grouping of activities in order to be able to offer schools well-organised activities and learning materials. Activities should also meet a number of criteria in order to be permitted to bear the brand of National Money Week on materials or products. The programme office will determine whether or not an activity or product is included in the range offered.



### Criteria:

The activities on offer for 2014 which will be communicated to schools are selected on the basis of the following criteria:

- The activity is cost-free;
- The activity was given a satisfactory assessment by teachers in the evaluation of National Money Week 2012 (when repeated);
- The activity contains sufficient elements that contribute to the basic vision for financial education;
- The activity has no commercial objective;
- The activity can be launched nationally.



### (Provisional) activities offered for primary schools:

- Cash quiz, a lesson given by guest teachers from banks;
- Fix your risk, a lesson given by guest teachers from insurance companies;
- How I can become Rich, a lesson given by guest teachers from DNB;
- Getting started with the Euro, a lesson given by guest teachers from DNB;
- The Nibud Money Exam, a programme from Nibud and Deloitte;
- Count your money, a lesson given by guest teachers from Adfiz, Financieel College and Match and More;
- Using a mobile phone wisely, a lesson given by guest teachers from KPN;
- BizWorld, a workshop of Jong Ondernemen;
- Shopping with a list for a healthy lunch, a programme from Lidl grocery chain;
- The Klasse!kas Parents evening focused on financial education;
- Webinar focused on financial education;
- TV programmes of NTR.

During the life of the project, check [www.weekvanhetgeld.nl](http://www.weekvanhetgeld.nl) for a current overview and detailed description of all activities.

### e. Ambassadors for National Money Week 2012 also active in 2014

In 2012, efforts began to interest local governments in National Money Week. Local governments that participated in 2012 will be asked to act as ambassadors for National Money Week. The starting point for this activity is for these local governments to give extra attention to National Money Week in their own municipalities and thus to communicate the subject as widely as possible. These local governments will also give permission for the Money Wise Platform to communicate this ambassador role in the context of National Money Week. The goal of this activity is to create a snowball effect that stirs interest in National Money Week and the subject of financial education among other local governments.

## 8. Communication Plan

### a. Starting points

To make National Money Week known to the target group(s), it is important to support the objectives with a clear communication & PR plan. When developing promotional activities, the following will be borne in mind:

- Cost-efficiency
- Effective work method
- Increasing people's awareness of National Money Week

### b. Communication

The number of project partners is growing again in 2014. Yet the focus is not on enlarging the group of partners, but rather on an (even) greater pooling of strengths and raising the quality level of the activities and materials offered. The principle guiding all communication aimed at children in the context of National Money Week is that no commercial interest of any kind is linked to it. By communicating together from the Money Wise Platform, the key message is strengthened and the social character of National Money Week is emphasised.

During the project partner meetings of 14 January and 6 March 2014, the communication plan and the communication channels will be discussed. Individual communication activities conducted by project partners on National Money Week will always be coordinated in advance with the programme office of the Money Wise Platform.

In 2012 a new house style was developed for National Money Week with specific details focused on the theme of “when I grow up”. The house style will be used again for the sake of continuity and easy recognition in 2014, but the theme-based elements will be removed when necessary. Teaching children to manage money so that they can make the right financial choices when they are adults is reflected well in the look and feel of the house style. It is therefore sufficiently current and clear to be used again.

### c. Key message

The shared key message will be included in all communication by the project partners.

“National Money Week is an initiative of the Money Wise Platform in the context of Learning to manage money for primary school children. The fourth edition of National Money Week is being held from 10 up to and including 14 March 2014. By making children financially aware when they are still young, the foundation is laid for financial independence when they are adults. After all, what's learnt in the cradle, lasts to the grave. For an overview of all activities, visit [www.weekvanhetgeld.nl](http://www.weekvanhetgeld.nl).”

In the kick-off meeting of 8 October 2013, the project partners will receive a Toolkit for communication and PR that can be used internally and externally. Amongst other things, the toolkit contains standard texts, banners, film material, a format for a press release, a Q&A list with answers to frequently asked questions, tips on the use of social media, the style guide, a one-pager, rules of conduct and a call for the Twitter offensive with **#weekvanhetgeld**.

## d. Use of communication channels

### Print

- **National Money Week newspaper:** (Pupil edition, circulation 600,000): This year, too, a National Money Week newspaper will be developed and distributed to pupils at primary schools. This newspaper will shed light on the subject of *learning to manage money* in a fun manner. The newspaper is written for children ages 4 up to and including 12 and contains primarily educational games, puzzles and activities.
- **Prima ouders money special:** (magazine, circulation 325,000): The Money Special helps to initiate a dialogue between parents and children concerning learning to manage money. In the Money Special, parents will find tips on educating their children about finances, interviews, facts and figures, and an overview of how they and their children can get to work on the subject during National Money Week.

- **Window poster:** (save the date) for the recruitment of schools and to dress up classrooms and the locations of project partners.
- **Classroom poster:** a poster with tips and facts on money matters to leave behind in the classroom at the moment an appointment is made for a lesson given by a guest teacher.

### Radio and TV

- **Radio spots:** The radio campaign to create “awareness” of National Money Week was very successful in 2011 (see evaluation results 2011) and, for this reason, will be kept in place.
- **TV:** The plan, with NTR, is to study and reach agreements on programmes surrounding the theme of money and to put programme components from National Money Week in the spotlight (school competitions, opening).

### Advertising (print/online)

- **Advertising:** The line of approach is to advertise with partners that are willing to place the advertisement in their own channels of communication. There is also the challenge for 2014 of getting a number of prominent magazines interested in the subject of financial education and National Money Week and to register them as participants in exchange for editorial space on the subject and the free placement of the advertisement.
- **Advertising in trade journals:** An advertisement for National Money Week will be placed a number of times in a selection of trade journals.



### Online

- **Website:** the website [www.weekvanhetgeld.nl](http://www.weekvanhetgeld.nl) serves to support the project and is aimed at recruiting schools and informing visitors about the objective and activities. The website provides tips, an overview of the agenda and information for children, parents and teachers. Teachers can register there for an activity in the classroom. Just as in previous editions, the website will be deployed *in phases*, i.e. as an information and recruitment website as of November 2013 and as a consumer website as of February 2014. The site can be accessed throughout the year and activities for which one does not need to register are available the entire year.
- **Social media:** National Money Week is promoted via Facebook and Twitter. The tweets refer to activities and press moments. In addition, participating parties will be named using a @ with the aim of getting them to retweet. For both Twitter and Facebook, a plan will be drafted. On Facebook, attention will be given to the event using posts with a link to the website. Use will also be made of Facebook ads with and without direct targeting of parents and teachers.
- **Bannering:** just as in earlier editions of National Money Week, partners will be given banner sets to promote National Money Week online.
- **Newsletters:** via a special newsletter (at least 4x), teachers will be kept informed about the progress of National Money Week.

e. (provisional) Overview of activities and communication channels used

| May Channel   | May Content  | May Action by                        | May Target group       |
|---|--|--------------------------------------|------------------------|
| <b>Online</b><br>Website National Money Week  | <ul style="list-style-type: none"> <li>Information phase and retrospective</li> </ul>  | Money Wise Platform                  | Teachers               |
| <b>Print</b><br>Save the date for teachers  | <ul style="list-style-type: none"> <li>Poster, range of teaching materials and a letter with information</li> </ul>  | Money Wise Platform                  | Teachers               |
| September Channel   | September Content  | September Action by                  | September Target group |
| <b>Online</b><br>Newsletter of National Money Week  | <ul style="list-style-type: none"> <li>Announcement Money challenge and registering for free copies of Klasse!kas opened</li> </ul>  | Money Wise Platform                  | Teachers               |
| October Channel   | October Content  | October Action by                    | October Target group   |
| <b>Online</b><br>Website National Money Week  | <ul style="list-style-type: none"> <li>Partner page updated</li> </ul>   | Money Wise Platform/project partners | All                    |
| <b>Online</b><br>Toolkit for project partners   | <ul style="list-style-type: none"> <li>Texts, banners, film material, one-pager, rules of conduct, quit claim, style guide, etc.</li> </ul>  | Money Wise Platform                  | Project partners       |
| Learning pathway and teaching materials   | <ul style="list-style-type: none"> <li>Learning Pathway &amp; Learning Packages ready</li> </ul>   | Money Wise Platform/<br>Zwijsen      | Project partners       |
| <b>Partner meeting</b><br>8 October from 10:30 to 13:00<br><br><b>Location:</b> Ministry of Finance | <ul style="list-style-type: none"> <li>Presentation of Zwijsen teaching materials</li> <li>Project partners speak</li> <li>Poster ready</li> <li>Speed date for new partner group</li> </ul> | Money Wise Platform                  | Project partners       |

| November Channel   | November Content  | November Action by  | November Target group               |
|--|---|---------------------|-------------------------------------|
| <b>Print &amp; online</b><br>Distribute wall posters                                 | <ul style="list-style-type: none"> <li>Materials and activities offered in the context of National Money Week</li> </ul>  | Money Wise Platform | Project partners/<br>Guest teachers |
| <b>Online</b><br>Newsletter of National Money Week                                   | <ul style="list-style-type: none"> <li>Promoting the start of recruitment for National Money Week</li> <li>Communicating activities offered</li> <li>Presenting learning pathways and teaching materials</li> <li>Attention for first theme lesson</li> </ul> | Money Wise Platform | Teachers                            |
| January Channel  | January Content   | January Action by   | January Target group                |
| <b>Online</b><br>National Money Week Newsletter                                      | <ul style="list-style-type: none"> <li>Attention for second theme lesson</li> </ul>   | Money Wise Platform | Teachers                            |
| <b>Partner meeting</b><br>14 January from 14:00 to 16:00<br><br><b>Location:</b> VVV | <ul style="list-style-type: none"> <li>Activities of project partners</li> <li>Second theme lesson</li> <li>Communication</li> </ul>  | Money Wise Platform | Project partners                    |
| February Channel   | February Content  | February Action by  | February Target group               |
| <b>Print</b><br>National Money Week newspapers                                       | <ul style="list-style-type: none"> <li>National Money Week newspapers ready and sent to distribution channels 15 Feb</li> </ul>   | Money Wise Platform | All                                 |
| <b>Event</b><br>Money Challenge  | <ul style="list-style-type: none"> <li>Finalists of Money Challenge known 15 Feb</li> </ul>   | Money Wise Platform | All                                 |

| March Channel   | March Content   | March Action by     | March Target group |
|---|---|---------------------|--------------------|
| <b>Online</b><br>National Money Week Newsletter   | <ul style="list-style-type: none"> <li>• Attention for third theme lesson Agenda for National Money Week</li> </ul>   | Money Wise Platform | Teachers           |
| <b>Partner meeting</b><br>6 March, from 14:00 to 16:00.<br><br><b>Location:</b> Netherlands Bankers Association | <ul style="list-style-type: none"> <li>• Partners speak</li> <li>• Dotting the i's</li> </ul>   |                     |                    |
| <b>(Opening) Event</b>  | <ul style="list-style-type: none"> <li>• Substantive &amp; ceremonial moment</li> </ul>   | Money Wise Platform | All                |
| <b>Radio &amp; TV</b>   | <ul style="list-style-type: none"> <li>• Start Radio and TV spots</li> </ul>  | Money Wise Platform | All                |
| April Channel   | April Content   | April Action by     | April Target group |
| <b>Online</b><br>Newsletter of National Money Week  | <ul style="list-style-type: none"> <li>• Attention for fourth theme lesson Agenda for National Money Week</li> <li>• Review of National Money Week</li> <li>• Registration for mailing list</li> <li>• Date of National Money Week 2015</li> <li>• Announce evaluation study</li> </ul> | Money Wise Platform | Teachers           |

## f. National publicity moments

In phase 3 of the project, a number of activities are selected by the programme office of the Money Wise Platform to generate national media attention. These activities are a reflection of the programme components, have potential for garnering national media attention and reinforce the key message.

At [www.weekvanhetgeld.nl](http://www.weekvanhetgeld.nl) and as an appendix to the national press release, an extensive overview of all national and local activities is communicated.

Project partners should supply content for this by 28 February to the programme office of the Money Wise Platform (see important deadlines for project partners).

## g. Important deadlines and dates for project partners

### 2013

#### October

- Partner meeting 8 October
- 

#### November

- Description of (classroom) activities ready for National Money Week website 1 November
  - Partner logos of participating parties available 1 November
- 

### 2014

#### January

- Delivery addresses of distribution channels for National Money Week known 1 January
  - Partner meeting 14 January
- 

#### February

- Deliver overview of participating schools to programme office 28 February
  - Deliver overview of contact persons for press to programme office 28 February
  - Deliver overview of local PR campaigns to the programme office 28 February
- 

#### March

- Partner meeting 6 March
- Opening of National Money Week 10 March

## 9. Evaluation & Follow-up

The programme office of the Money Wise Platform will outsource the evaluation of National Money Week to an external party/parties. In 2014, a study will be conducted among the target groups of children, parents and teachers focused on target group objectives, process objectives and effect objectives. In mid January 2014, the parties will be known and a detailed description of the approach will become available.



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