



# National Money Week High Level Project Plan

September 2013, The Netherlands



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# 1. Introduction

## 1.1 Reason

In the 2013 – 2014 school year, the Money Wise Platform organises the 4<sup>th</sup> edition of National Money Week for primary education. This week is an important benchmark for bringing wide-spread attention to financial education in primary schools.

National Money Week has grown enormously since the first edition was held in 2010, with a record number of activities, participating schools, participating municipalities and media attention. Dozens of cooperative relationships from the Money Wise Platform have organised a range of activities to teach primary school pupils in an appealing manner how to manage money.

In the 2013 - 2014 school year, National Money Week is being held again in the week of 10 up to and including 14 March. In order to prepare well for this week and make it a success, the high level project plan presented here was drafted. This plan describes all the facets that are important to prepare and execute this project.

## 1.2 Reading Guide

Chapter 2 describes the starting points and objectives of National Money Week 2014. Chapter 3 elaborates on the phases of the project (preparation, implementation and completion). Chapter 4 focuses on communication. Chapter 5 describes the project organisation. Chapter 6 presents the schedule.



## 2. Project – National Money Week

### 2.1 Project description

National Money Week is a national project week for primary education. The general objective of this week is to place the theme of 'learning to manage money' on the teaching agenda at primary schools. By making children aware of financial matters at a young age, a foundation is laid for them to manage their finances as adults.

During National Money Week, participating parties organise appealing activities for children ages 4 to 12. Examples of these activities include the lessons given at primary schools by guest teachers from banks and insurance companies, a primary school debate, workshops, parent evenings focused on teaching children about financial matters, an online seminar, an end-of-year musical, a school competition in which use is made of the *Klasse!kas* (classroom cashbox initiative) and attention given on TV for an entire week in the programmes of NTR SchoolTV that are focused on learning how to manage money.

The starting point for the 4<sup>th</sup> edition of National Money Week is the realisation of an (even) greater concentration of forces. The activities and learning materials will be more comprehensive, with the aim of augmenting uniformity and increasing the collaboration between the participating organisations, as well as improving the quality of the activities and learning materials offered to schools during National Money Week.

To achieve this, the Money Wise Platform will develop lesson material that can be used by all participating organisations that wish to provide guest teachers to give lessons during National Money Week. The Basic **Vision** for Financial Education (SLO, 2009) and the Learning Goals and Attainment Targets for Primary Education (Nibud, 2013) form the foundation of the material to be developed. The lesson material that the Money Wise Platform is offering reinforces and supports already existing materials of participating organisations and can be used by both teachers and (visiting) teachers.

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

- The activity must teach children how to manage money and transform the subject into a topic for discussion (between children and parents, children and teachers, children among themselves).
- The activity is aimed at children between the ages 4 and 12.
- The activity must fit in with the learning goals described in the basic vision for financial education.
- The activity will have no commercial objective.
- Participating parties will agree on a code of conduct.

## 2.2 Result

For National Money Week 2014, objectives have been formulated 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)?*

**The general objective of National Money Week is to place the theme of 'learning to manage money' on the teaching agenda at primary schools.**

### Specific objectives for

#### National Money Week 2014:

##### 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 or higher;
- b. 80% of the participating parties gave National Money Week a report mark of 7 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.



## 3. Project Phases

National Money Week 2014 is the 4<sup>th</sup> edition of this event held in a row. Based on experiences from previous editions, the following plan of approach has been drawn up. A more detailed plan focused on implementation will follow during the first phase of the project.



### 3.1 Preparation phase (May 2013 up to and including October 2013)

The preparation phase will take place in the first, second and third trimesters of 2013. During this phase, the primary focus will be to determine the content of National Money Week. During these months, the main outline of the programme should become clear so that it can be communicated to schools in the fourth trimester. In the second trimester of 2013, a 'save the date' notice will be sent to the schools so that they can include National Money Week in their annual schedule for the 2013 – 2014 school year.

#### During the preparation phase, the following activities will be carried out:

- Putting together the project team for National Money Week;
- Putting together the team of experts for National Money Week;
- Putting together the feedback group of teachers;
- Establishing the project plan;
- Developing a plan of approach and a communication plan;

- Developing and establishing an opening event;
- Selecting suppliers;
- Establishing the activities offered by participating parties;
- Supporting the parties participating in National Money Week;
- Recruiting new cooperative relationships.

### 3.2 Recruitment phase (November 2013 up to and including February 2014)

The recruitment phase for schools and teachers starts in the fourth trimester of 2013 and runs to the end of the first trimester of 2014. Schools will be approached and asked to participate in National Money Week. Guest teachers from previous editions will be asked to serve personally as ambassadors to the schools and teachers during National Money Week and to draw attention to the total programme. During this phase, we will also approach local governments that are keen to encourage schools to participate.

#### Activities in this phase:

- Recruiting schools, local governments, parents and other participants that want to tackle the subject of ‘Learning to manage money’;
- Encouraging the implementation of activities at schools (activities that build up to National Money Week);
- Linking activities to sponsors (nationally and locally);
- Promoting activities.

### 3.3 Implementation phase (November 2013 up to and including March 2014)

The implementation phase of the project takes place in the months running up to National Money Week. The activities in this phase are:

- Organising logistics;
- Preparing for events;
- Making a final selection of publicity moments for media attention;
- Supporting participating parties in the implementation of activities;
- Implementing activities at schools.

### 3.4 Completion phase (March up to and including May 2014)

In the completion phase, evaluation is the primary focus. Activities:

- Supervising evaluation among schools and parents (and possibly children) and compiling the results;
- Conducting evaluation of partners;
- Follow-up.



## 4. Communication

This chapter focuses on the initial efforts to draft a plan of approach to communication for National Money Week. These elements will be further worked out in a final communication plan in the third and fourth trimesters of 2013. The communication plan will be drafted in the first phase of the project.



### 4.1 Target groups and objectives

When developing the communication (channels), an eye will be kept on cost efficiency, effectiveness and opportunities for bringing National Money Week to the attention of the target group(s) as a reliable partner for financial education. The focus will also be directed to boosting National Money Week as a recurring phenomenon.

#### Primary target groups

- Children ages 4 up to 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.

#### Objectives for the use of communication for National Money Week

- Make target groups familiar with National Money Week;
- Ensure target groups are well-informed on time about National Money Week and the activities on offer;
- Ensure target groups take part in one of the activities;
- Ensure target groups know where and how one can register to participate;
- Ensure that the communication channels and media contacts of the participating parties are used to optimum effect;
- Ensure communication channels produce flow of traffic to the [www.weekvanhetgeld.nl](http://www.weekvanhetgeld.nl) website.



## 4.2 Channels of communication

The use of communication channels is worked out further in the communication plan. An initial step is as follows:

### Print

- **Save The Date + Poster:** National Money Week will be announced to schools in May 2013 by way of a letter and a poster.
- **National Money Week Newspaper (primary school pupils):** For this edition, too, a National Money Week newspaper will be developed and distributed among the pupils of the primary schools. In this newspaper, the subject of 'learning to manage money' will be highlighted in a fun manner. The newspaper is written for children ages 4 up to and including 12 and, along with educational games, puzzles and activities, it is a part of the lesson material that will be offered by the Money Wise Platform.
- **National Money Week Newspaper (for parents):** For this edition, too, a National Money Week newspaper will be developed especially with parents in mind. Its primary focus will be the subject of financial education.

- **For recruitment and presentation of materials and activities:**

For 2014, all guest teachers will be asked to announce National Money Week at primary schools. The learning materials and activities offered will be used as a recruitment instrument in an appealing manner (flyer, door poster, etc.) or linked to a school competition.

### Radio and TV

- **Radio spots:** The radio campaign aimed at creating 'awareness' for National Money Week was very successful in 2012. The plan is to set up the campaign again for the 4th edition.
- **TV:** The plan is to research, with partner NTR, the most effective way programmes can be used. In addition to programmes focused on the theme of money, we will consider whether programme components from National Money Week can be placed in the spotlight (school competitions, opening). With this in mind, we intend to rebroadcast the TV-spot (in adapted form).



### Advertising (print/online)

- **Advertising:** The approach is to advertise with partners that want to place the advertisement in their own channels of communication. The advertisements are a part of the toolkit for communication channels that can be used by the partners. An additional challenge for 2014 is getting a number of prominent papers interested in the subject of financial education and in National Money Week and then to list them as participants in exchange for editorial space for the subject and free placement of the advertisement.

## Online

- **Website:** the website [www.weekvanhetgeld.nl](http://www.weekvanhetgeld.nl) serves to promote and support the project and is meant to recruit schools and to inform visitors about the objective and activities. Just as in 2012, the website will be used in phases, namely as an information and recruitment website that will be online as of November 2013 and as a consumer website that goes online as of 15 February 2014.
- **Banners:** just as in 2012, the partners will be given banner sets to promote National Money Week online.
- **Facebook & Twitter:** just as in 2012, the National Money Week will be promoted via Facebook and Twitter.
- **Newsletters:** teachers will be kept abreast of progress concerning National Money Week via a special newsletter (at least 4 x).

## Joint gadget initiative for primary school pupils

- **Gadget:** For 2014, we will explore the possibilities for a joint gadget initiative along the lines of the lesson material. The focus will be: educational, reaching the parents, fun and easy to distribute.

## Publicity moments

- **PR:** The PR will be centrally organised again in 2014. Press releases around the activities in National Money Week will be sent out in consultation with the Money Wise Platform. The common message will be the focus point in all communication statements. A concrete schedule and toolkit will be available to participating partners during the implementation phase. A number of activities will be selected by the team of experts that will be promoted by the communication department of the Money Wise Platform.



## 5. Project Organisation

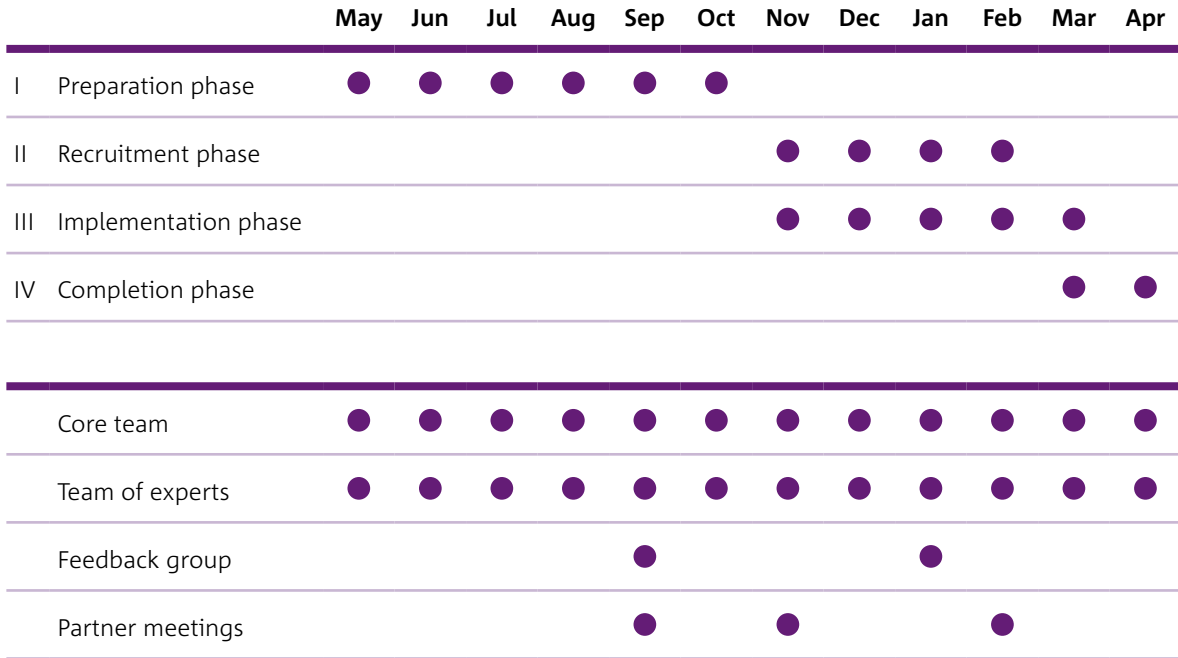
A large number of parties have become involved with National Money Week.

The magnitude of the number of parties involved in 2014 has taught us that it would be wise to make a distinction between a number of core partners and other cooperative relations. A tighter consultative structure will be set up with the core partners by including them in a team of experts.

The project organisation comprises the following components:

- **Steering committee:** the regular steering committee of the Money Wise Platform meets six times a year and has National Money Week as a component on its agenda. The steering committee decides on the entire budget for the project.
- **Expert team:** consisting of the project leaders of the Money Wise Platform (project manager and programme manager) and the contact persons involved from the core partners (NVB, Verbond, NTR and DNB). The team of experts holds a monthly meeting, a maximum of 8 times during the project (except in July and August). The team of experts is the sparring partner for the project leaders with respect to the plan of approach.
- **Feedback group:** consisting of at least 4 teachers with whom programme components can be discussed (to be formed from participating teachers from National Money Week 2011). The feedback group meets three times during the project.
- **Core team:** consisting of the project leaders and the communication advisor involved (all from the Money Wise Platform).
- **Participating parties:** on three occasions during the project, during the preparations for National Money Week, all parties involved will be invited for an information meeting (due to the size of the group, the agenda and meeting method will be adapted to the number of participants). During the project, all participating parties will receive a written update and also individual supervision (throughout the project, the partners will individually coordinate the current activities, when necessary, with the project manager so that they will remain sufficiently informed about the progress of the project).

# 6. Timetable



# Money Wise

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