

MONEY
SMART 
COLORADO

www.moneysmartColorado.org



What is Money Smart Colorado?

- A public awareness campaign designed to encourage economic and financial literacy.
- An initiative of businesses, financial institutions, schools, libraries, not-for-profits, government and the media.
- An opportunity to inform, educate and assist the citizens of Colorado to be money smart.
- April 21 - 28, 2012



What is a Money Smart Partner?

- An organization that actively participates during Money Smart Colorado:
 - Provides education materials, instructors, or a seminar for consumers
 - Provides facilities to host events, sponsor events or promotional materials
- Partners receive invite to events and marketing materials
 - Direct mail cards
 - Money Smart Colorado Brochure
 - Invitations to Wrap-up Luncheon
 - Partners can invite 2-3 additional people to event
 - Invitation to “how to market your event” workshop



2011 Partners

- ACCION
- Air Academy Federal Credit Union
- Anythink Commerce City
- Arapahoe Credit Union
- Bank On Denver
- Bellco Credit Union
- Boulder Public Library
- Boulder Valley Credit Union
- Brothers Redevelopment, LLC
- The Business Manager, LLC
- Charles Schwab & Co., Inc.
- Celtic Consulting Services, Inc.
- College in Colorado
- CollegenInvest
- Colorado Council for Economic Education
- Colorado East Bank & Trust
- Colorado Enterprise Fund
- Colorado Jump\$tart
- Colorado Society of CPAs
- Colorado State University Extension
- Community Credit Counseling Service
- Consumer Credit Counseling Service
- Denver Community Credit Union
- Dance 2 Live
- Denver Public Library
- Economic Prosperity Center
- Edward Jones
- Education: Get Real!!!
- Emily Griffith Opportunity School
- Financial Planning Association
- First FarmBank
- First National Bank of Las Animas
- First National Bank of Monument
- Five Rings Financial
- Flex Consultants
- GreenPath (Formerly Consumer Credit Counseling Service of Northern Colorado)
- Great-West Life & Annuity Insurance Company
- Hand Up Cooperative
- H&R Block
- IBC Education Foundation
- Integrity Associates
- Junior Achievement - Rocky Mountain Inc.
- Junior Achievement of Southern Colorado, Inc.
- KUSA - 9News.
- Loveland Public Library
- Lutheran Family Services of Colorado
- McLemore Financial Eduvisors
- Metro State Students of Business
- MGA Communications
- Pinnacle Financial Strategies
- Poudre River Public Library District
- Public Service Credit Union
- Pueblo Bank and Trust
- Pueblo City-County Library District
- Rural Young Americans Center for Financial Education
- St. Vrain Valley Credit Union
- The Senior Hub
- VALIC Financial Advisors
- Weld Schools Credit Union
- Wells Fargo Advisors
- Westerra Credit Union
- Yampa Valley Bank
- Young Americans Center for Financial Education

2011: 70 partners; 140 events;
approximately 1500 participants





YES! You Can Get Involved!

- Become a “Money Smart Colorado Partner”
- Invite others to become a partner
- Web site is live to register as a partner
- Must have all events register on website by February 6, 2012 to be included in printed calendar

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Committees

- Committees:
 - Media & Promotion
 - Teacher Workshop
 - Partnership & Outreach
 - Wrap-up Event
 - Measurement
- Statewide Coordinator
 - CJ Juleff, Colorado Jump\$tart Coalition
 - Stacey Montague, Federal Reserve Bank



Committee Contacts

- Media & Promotion
 - Kathryn Powell, CollegenInvest
 - Erin O'Donnell, Federal Reserve Bank
 - Twitter: search "MoneySmartCO"
 - Marketing workshop for partners: February 9, 8:30 - 10:30am
- Teacher Workshop
 - Mary Medley
 - Date: April 21; all day event



Committee Contacts

- Partnership & Outreach
 - CJ Juleff
 - Stacey Montague
- Wrap-up Event
 - Stacey Montague, Federal Reserve Bank
 - Date: April 27; 11am to 1pm
 - Federal Reserve Bank of Kansas City, Denver Branch
- Measurement
 - Kathy Smith, Pinnacle Financial Strategies

Our Goal:

Making Colorado
Money Smart



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Questions?