



Ambassador Toolkit



The AFSA Education Foundation welcomes members of the AFSA community and beyond to help promote the value of financial education and the MoneySKILL program within their networks. This toolkit is designed to equip MoneySKILL Ambassadors with tools and resources to help spread the word about the benefits of the MoneySKILL program and how educators and parents can take advantage of this free resource. MoneySKILL Ambassadors are encouraged to share the materials in the toolkit freely within their communities; however, we do ask that any custom promotional content, such as blog posts, newsletters, or e-blasts, be shared with the foundation in advance. If you need to reach the AFSA Education Foundation, please reach out to info@afsaef.org.

The MoneySKILL modules and the material and collateral from the MoneySKILL Ambassador Toolkit are provided by the AFSA Education Foundation for informational and educational purposes and are not intended as financial or legal advice. Individual financial situations may vary.

Updated May 2023



**AFSA EDUCATION
FOUNDATION**

Brightening Your Financial Horizon



CONTENTS

About the AFSA Education Foundation & MoneySKILL.....	3
MoneySKILL Ambassador Role	4
Toolkit Resources	5



About the AFSA Education Foundation & MoneySKILL®

The AFSA Education Foundation was founded by members of the [American Financial Services Association \(AFSA\)](#) as a 501(c)(3) nonprofit in 1990. The foundation's mission is to educate consumers of all ages on personal finance concepts and help them realize the benefits of responsible money management while also gaining a better understanding of the credit process. Study after study show that financial education leads to better financial decision-making and increased financial security, yet Americans frequently fall short when it comes to grasping basic financial concepts. For this reason, the AFSA Education Foundation continues to provide high-quality, accessible financial education resources, particularly for the benefit of youth and young adults who are just beginning a lifetime journey filled with important and long-lasting financial decisions.

In support of its mission, the AFSA Education Foundation offers a wide breadth of personal finance resources, including access to MoneySKILL, a free online personal finance curriculum designed for middle school, high school, and college instructors. MoneySKILL was launched in 2002 and provides educators with a flexible platform to create custom, web-based personal finance courses that can be used in a variety of different classroom environments, including virtual. The curriculum includes 37 different topic areas focused on a broad range of money management fundamentals and allows instructors to monitor student progress through quizzes and pre- and post-test exams. In addition to being completely free (and ad-free) for all educators, MoneySKILL is offered in English and Spanish, contains audio dictation options, and aligns with nationally recognized personal finance standards.

The foundation is committed to ensuring that MoneySKILL remains a valuable and relevant resource, and in the years since it was first launched, the course has undergone several major content revisions as well as significant platform design and functionality enhancements. A [recent evaluation](#) of aggregate test data also shows that students completing MoneySKILL, on average, receive post-test scores 65% higher than their initial benchmark exams, indicating a significant growth in personal finance knowledge. Furthermore, in addition to financial knowledge gains, the introduction of MoneySKILL in high schools has shown to improve financial behaviors as well.

MoneySKILL continues to increase its reach each year with over 1.4 million users enrolling in the program since its launch and, in recent years, has been utilized in over 50% of all U.S. counties. MoneySKILL has also been recognized and referenced over the years by organizations including the U.S. Department of Treasury, the Consumer Financial Protection Bureau, the Jump\$tart Coalition for Personal Financial Literacy, and more.

Since the AFSA Education Foundation was founded, AFSA members have been incredibly supportive of the organization and the MoneySKILL program. The foundation has developed the MoneySKILL Ambassador program and this toolkit to continue to grow the reach and impact of the MoneySKILL program and all of the other free personal finance resources made available by the AFSA Education Foundation.



MoneySKILL Ambassador Role

Who are MoneySKILL Ambassadors?

The AFSA Education Foundation welcomes anyone interested in promoting the foundation's mission and MoneySKILL promotion as a MoneySKILL Ambassador. Ambassadors are highly motivated volunteers who are passionate about financial education and believe in the rich content MoneySKILL has to offer. Regardless of the setting, ambassadors are supporters of the importance of financial literacy for all ages and have a desire to help others improve their financial well-being.

What actions can I take to be a MoneySKILL Ambassador?



Explore ways to incorporate MoneySKILL and personal finance education within your own family, community, or workplace.



Follow and support the AFSA Education Foundation on social media (Facebook, Twitter, and LinkedIn). Refer to sample social media posts on page 5.



Identify and reach out to groups in your community that may have need for personal finance education. This may be parent networks, schools, nonprofits, or other organizations providing community education.



Download and share supporting material and collateral provided on page 5. This could include posting at local community centers, sharing at PTA meetings, or distributing at other community events.



Organize community activities to deliver financial education (e.g., workshop, town hall, tutoring sessions, etc.).



Explore opportunities to build financial support for the AFSA Education Foundation and MoneySKILL through corporate donations, fundraisers, or individual charitable donations.

What are the benefits of being a MoneySKILL Ambassador?

- Satisfaction in helping members of your community become more financially fit.
- Access to an informative toolkit that you and your community will find beneficial.
- Recognition within your company for serving as a MoneySKILL Ambassador.
- Recognition from the AFSA Education Foundation in quarterly MoneySKILL Matters! newsletter and AFSA Newsbriefs.



Toolkit Resources

Please refer to the links below for flyers, research, sample social media posts, and more to help support your role as a *MoneySKILL Ambassador*.

About MoneySKILL Flyer

A 2-page color flyer outlining the benefits of MoneySKILL, sharing instructor testimonials, and course content.

MoneySKILL Course Demo

Click here to check out a demo of the actual MoneySKILL course.

MoneySKILL Instructor Registration Link

Educators, parents, nonprofits, and anyone interested in delivering financial education can register for a free MoneySKILL instructor account here.

MoneySKILL Myth Breakers Flyer

A 1-page handout highlighting common personal finance myths (and corresponding realities). The full MoneySKILL Myth Breakers content can be found on the AFSA Education Foundation website at <https://afsaef.org/myths>.

MoneySKILL Impact Evaluation

Results from a MoneySKILL impact evaluation assessing the impact of the program on student financial knowledge and behaviors.

Email Outreach Templates

Customizable email templates to facilitate outreach to educators, parents, or any other individuals or organizations who might be interested in utilizing the MoneySKILL personal finance curriculum.

Sample Social Media Posts

Customizable content that you can use to promote MoneySKILL on your preferred social media network.

MoneySKILL Promotional Videos

A link to the AFSA Education Foundation's YouTube account with several promotional videos highlighting the value of MoneySKILL.

Additional Free Personal Finance Resources

Free personal finance flyers and resources for educators and students.

The AFSA Education Foundation was founded as a nonprofit in 1990 with the mission to educate consumers of all ages on personal finance concepts and responsible money management. For more than 30 years, the foundation has been dedicated to providing free personal finance education, resources, and training to educators of all types from schools to the workplace.

In support of its mission, the foundation developed MoneySKILL® in 2002 as one of the first online personal finance curriculums. MoneySKILL is designed to allow instructors to create custom, web-based personal finance courses primarily for middle school, high school, and college students and consists of 37 different topic areas focusing on a broad range of money management fundamentals. In addition to being completely free with no commercial advertisements for all educators, MoneySKILL is offered in English and Spanish, contains audio dictation options, and aligns with nationally recognized personal finance standards.

To learn more about MoneySKILL and sign up today, visit www.moneyskill.org or contact the foundation at info@moneyskill.org.

AFSA Education Foundation
919 18th Street Northwest, Suite 300
Washington, DC 20006
www.afsaef.org

