

FAQs: 2021 Money Smart Week

Q: What is the plan for the 2021 Money Smart Week campaign?

A: In order to keep you and all of our program participants safe from the risks of COVID-19, the Federal Reserve Bank of Chicago (FRBC) will partner with other organizations to provide several virtual programs and resources that are easily shared across our network and yours. The goal of the 2021 campaign is to provide financial capability resources to individuals who are most impacted by the financial challenges related to COVID-19.

Q: What are the programs topics?

A: The virtual programs will focus on providing resources for low- and moderate-income individuals who have been disproportionately impacted by COVID-19.

Q: What role can I play as a Money Smart Week supporter?

A: Money Smart Week supporters are integral to the success of the campaign. For 2021, we're asking supporters to be the cheerleaders and promoters of Money Smart Week by raising awareness of the content to your local communities. Programs will be developed centrally and the role of Money Smart Week supporters, chairs, and teams, will shift from program development to program promotion for the 2021 campaign year. Supporters will make low-to-moderate income (LMI) communities aware of this programming. More information on how you can contribute to the promotion strategy will be shared as we get closer to Money Smart Week 2021.

Q: Why can't we create or share our current virtual financial capacity programs for MSW 2021?

A: In a virtual environment, the chance that there will be multiple programs covering the same topic is high and this could be confusing to the public. Furthermore, governance of the programs to ensure they are free, open to the public, and provide relevant information to LMI audiences will be most efficient with a small number of programs.

Q: Will planning team meetings take place during the 2021 MSW planning season?

A: No, there will not be a need for local planning efforts during this campaign season.

Q: Can I host my own financial capability programming?

A: Yes! You can certainly host your own programming. Should you choose to host your own financial capability programming during the week of Money Smart Week or at any other time it must be done independently of Money Smart Week with no reference or association with the Money Smart Week brand or the Federal Reserve Bank of Chicago.

Q: What about the national programs and competitions (Kids Read, Cache!, Geocache, etc.)?

A: The 2021 Money Smart Week campaign will not include national programs and competitions. The American Library Association has taken over operations of the Kids Read program. Visit <http://www.ala.org/aboutala/offices/money-smart-week> for updated information on their plans for the program. Cache! and Geocache have been suspended for 2021 but will be considered for campaigns in the future.

Q: Will I be able to use the Money Smart Week online supporter community to connect with my state or local planning team this campaign season?

A: The Money Smart Week online supporter community will be closed for the 2021 campaign planning season. A promotion kit will be provided on moneysmartweek.org to help you share the 2021 virtual programming.

Q: Will there be 2021 Money Smart Week Kickoff event(s)?

A: There will be no 2021 Money Smart Week Kickoff events due to the Covid-19 pandemic. In lieu, the Money Smart Team will provide virtual/digital content to outline the programs and the program schedule. Stay tuned for this on moneysmartweek.org.