ABOUT MONEY SMART GEOCACHE FOR COLLEGE CASH

21st century scavenger hunts are now digital! Money Smart GeoCache for College Cash contest in an exciting and interactive social activity held during the month of April that is designed to spark dialogue among college students about financial decision-making. It’s this easy: host an event where students read 7 personal finance posters, scan a QR code on their smartphone, and answer 7 quiz questions to test their new personal finance wiz! There is a national $500 prize offered to one lucky participant who answers all 7 personal finance questions correctly!

The GeoCache Contest will be open for play from Monday, March 30 – Saturday, May 2, 2020. Winners will be announced during the week of May 4th, 2020.
GETTING STARTED

STEP 1
Secure a commitment from a college representative to organize and host the event.

College reps can be from student affairs, financial aid, student activities or a professor who will use the contest in his/her classroom. Your goal is to have this individual run the event.

STEP 2
Find a sponsor(s) willing to offer local prizes.

All participants with perfect scores will be entered to For a drawing of the $500 national prize.

Prizes can be offered on the campus level and/or the state level if your local planning team is organizing statewide participation. Examples include food, apparel, water bottles, gift cards, cash etc.
BENEFITS

Money Smart GeoCache for College Cash requires minimal resources and time commitment for the partner yet offers a highly visible, fun event easily replicated on college campuses to target 18-24 year olds. Here are a few additional perks:

- The Federal Reserve Bank of Chicago arranges the quiz posters and data functionality at

STEP 3

Help promote the event to build attendance!
Provide volunteers for event day, if needed.

Pro Tip: Use Money Smart resources to help market your event here.

STEP 4

Register your campus event on MoneySmartWeek.org and order your free shipment of personal finance posters.

Order posters
Register as private event
no cost.

- This is an effective activity for campus staff to impart financial skills to students.
- The event can be customized for each campus culture and student demographics.
- All you need to do is connect with a campus staff member who will run Money Smart GeoCache for College Cash.