MARKETING YOUR EVENT

- Register your Money Smart Piggy Bank Challenge event on the Money Smart Week® Website

Digital Support
- Post the event on your local Money Smart Week Facebook page
- Request that your host and partners post the event on their website and Facebook page
- Request that the event be included on local websites which list community events (e.g. public library, town/village, local newspapers, bike shops)

- Suggested Twitter posts:
  - Express your inner artist and join us for the #MoneySmartWeek #MoneySmartPiggyBankChallenge on (day/date). http://www.moneysmartweek.org
  - For #familyfun join us on (day/date) at #location for #MoneySmartWeek #MoneySmartPiggyBankChallenge.
  - Vote for your favorite customized piggy bank at #location for #MoneySmartWeek #MoneySmartPiggyBankChallenge.

- Suggested Instagram shots:
  - Show kids decorating piggy banks (using hashtags)
  - Photo from Money Smart Piggy Bank Challenge Image Gallery with appropriate message (+ hashtags)

- Request that your host and/or display partner adapt and send an announcement email to all their customers, patrons, or members, etc.
- Request that local banks and credit unions send an email to all their customers

Traditional Media
- Adapt and send a press release to the local media (see press release template for guidance)
- Suggest to the local newspaper that they run a story on the Money Smart Piggy Bank Challenge after the decorating event but before the display/contest
- Request that local newspapers add Money Smart Piggy Bank Challenge to their event calendar
- Request that the local radio stations run the sample radio script as a PSA (public service announcement)
- Request that local establishments put posters up announcing the Money Smart Piggy Bank Challenge in their store windows or on community message boards (e.g. public library, town/village offices, banks, credit unions, grocery stores, coffee shops, etc.)

NOTE: Be sure to always brand your event. Its correct name is the Money Smart Piggy Bank Challenge.