Marketing Your Event

Adulting 101

Register your Money Smart: Adulting 101 event on the Money Smart Week website

**Digital Support:**
Post the event on your local Money Smart Week Facebook page

Request that your host facility for the game post the event on their website and Facebook page

Request that the event be included on university websites which list campus or community events (e.g. university library, town/village/university newspapers)

Suggested Twitter posts:
- #Adulting is hard. #MoneySmartWeek can help. Join us on (day/date) at (location) to test your financial smarts.
- Do you know how to make your money multiply? Join us at #Adulting 101 for #MoneySmartWeek to see if you can ace our quiz.

Suggested Instagram shots:
- Photo of the game piece (spinning wheel or foam dice) you will be using with appropriate message (& hashtags)
- Photo from Money Smart: Adulting 101 Image Gallery with appropriate message (& hashtags)

Send an announcement email to students in any relevant student organizations -- Finance, Investing, etc.

Request that local banks and credit unions send an email to their student members

**Traditional Media:**
Adapt and send a press release to the local media (see press release template for guidance)

Suggest to the campus newspaper that they run a story on the Money Smart: Adulting 101 or other MSW events

Request that the local town/village newspapers add Money Smart: Adulting 101 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: Adulting 101 in their store windows or on community message boards (e.g. public library, town/village offices, banks, credit unions, grocery stores, coffee shops, etc.)