

Want to make a DASH for the STASH – at your office/workplace?

Here's a chance to offer some great investor education, including a web-based contest with a prize. Someone could win the \$1,000 IRA, the statewide prize provided by the Investor Protection Institute and the Iowa Insurance Division.

So why not offer a “Lunch & Learn” seminar for Money Smart Week and host a DASH for the STASH at your workplace? Here's the plan:

1. Choose a date and time

- Although we'd like to have most events during MSW (April 23-30) you can also host your event the week before MSW. The DASH for the STASH will be open March 15-May 15, 2016.
- Allow about an hour for an event—speaker, Q&A, playing the DASH.

2. Choose a topic for your session

For example, consider a speaker on investor fraud, financial planning, investor 101, or investing personalities/behavioral finance.

3. Request a speaker

Contact joanne@kusterltd.com or Kellie at kmasters@mhcscpa.com

4. Promote event to your audience

- Let attendees know if they should bring their own lunch.
- You might request an RSVP.
- You might provide coffee or dessert.
- You might have some small door prizes.

5. Request the DASH for the STASH poster set

- The DASH for the STASH contest is provided to you at no cost. It is a set of 4 posters, with quiz questions accessed via smart phone, tablet or computer—similar to a scavenger hunt. Players read the posters and answer quiz questions to be eligible for the statewide prize.
- Questions? Contact Joanne Kuster, joanne@kusterltd.com, 515.991.5632.

6. Enter your event info on the Chicago Fed website

- a. www.moneysmartpartners.org
- b. Determine event by Feb. 29

7. On the day of your event...

- a. Send a reminder email to attendees.
- b. Hang the posters in a visible area, so attendees can read them.
- c. Set up the room, including speaker needs.
- d. Provide educational materials from your human resources department.
- e. Welcome the speaker and attendees.
- f. The Money Smart Week team will handle the contest process – no paperwork for you!