

“Piggy Bank Pageant – on Pinterest” 2016 Template for Money Smart Week

Who: Developed for upper elementary students, but suitable for all ages

What: 40- to 60-minute event to create/decorate a piggy bank and learn about saving

When: Host events in March/April and/or during America Saves week (end of February); Display on Pinterest for MSW, April 23-30. Winners chosen after May 1.

Where: Local library, bank lobby, classroom, after-school group, or other approved venue

How It Works:

Step 1. MSW partner hosts an event to create/decorate piggy banks. The partner can either 1) provide piggy banks to decorate, 2) use our cardboard banks, or 3) provide materials to “build your own” bank (recycled materials like bleach bottles, cans, cartons). This event is designed to promote saving and to open/add to a savings account. So, we encourage bankers or other hosts to do a short discussion on saving (lesson provided) during the decorating event.

Step #2. Piggy banks are on display at a local venue, such as a bank lobby—the local pageant. Each event host can determine how the piggy banks are displayed, the rules to enter a local contest (if any), and awarding of prizes. For example, the decorating and savings lesson might happen around America Saves Week, and the piggy bank pageant happens for MSW. Local contest/prizes are not required.

Step #3. Take a photo of each decorated bank and upload to your Pinterest for a virtual pageant. (Photos should not identify decorators.) Here’s an example: <https://www.pinterest.com/joannekuster/piggy-bank-pageant-creston/>

Host duties:

A MSW partner can plan the event or collaborate with another organization to:

- Reserve appropriate venue
- Choose date/time
- Structure event according to venue’s rules (food, supplies, etc.)
- Include event on local websites and calendars
- Promote event to participants
- Adapt and send press release (template provided) to local media
- Ensure event is planned to meet MSW guidelines
- Enter event details on the Fed website calendar
- Provide volunteers for the day, if needed
- Coordinate with local sponsor, if there is one

** Examples of some creative contests:*

- One bank’s contest provided ceramic piggy banks to 3rd graders to paint (ordered from Oriental Trading). Customers judged entries.
- A credit union partnered with the YMCA to help kids create banks for a “Go Green—Get Green” contest using recycled materials.
- A college librarian ran an “Earth Day” contest for campus students who could make the best piggy bank from materials she provided.