

**Money Smart “Set to Soar” Kite Fest
Template for 2016**

Audience: Kids and parents make kites to fly during Money Smart Week

What: Kids and parents come to the library (or Scout Night or similar event) to assemble a kite (from a kit) while engaging in a brief Q&A discussion from either “Ben Franklin” or a banker in regard to saving, being frugal/resourceful, being an entrepreneur. Kids take home finished kites and hopefully learn something about saving.

When: During Money Smart Week, April 23-30, 2016

Where: Offered at libraries, Scout Nights, or other hosted MSW events

How It Works:

The Kite Fest can be a two-part event: A) Make kites (indoor activity with supervision and discussion on saving money/Ben Franklin/resourcefulness/entrepreneurship.) B) Gather outdoors to fly kites, led by your local kite club

1. Kite kits can be obtained in a quantity and distributed to those hosting events (who first request). A kit has everything to assemble a kite, including string. Hosts provide help in assembly as well as scissors, masking tape, paper punch, and possibly something for kite tails. With supervision, kids (and parents) assemble their own kite. (It’s easy!)

2. Remember, this kite-making workshop is for Money Smart Week, and therefore, includes a discussion about managing money, saving, and money skills. You can tie-in Ben Franklin (who was frugal, resourceful, and an entrepreneur who focused on money-saving inventions. You can have a “Ben Franklin” character as your speaker, or a banker who can do a brief Q&A discussion about how to save and invest, being an entrepreneur, living frugally, etc. (This is not a PowerPoint presentation, nor should it be too long.)

3. Local kite clubs are extremely valuable in running the outdoor part of this event and are eager to be involved, so enlist their help.

Speakers/topics must be educational and not selling products, nor collecting names of participants, as per rules from the Federal Reserve Bank of Chicago, creator of Money Smart Week.

MSW duties:

A MSW partner will work with the host to:

- Ensure event is planned to meet MSW guidelines
- Provide Money Smart Week promotional materials

Host duties:

The local host/planner offering the kite-making workshop will:

- Plan the event, including a speaker/MSW representative or “Ben”
- Enter event specifics on the Fed website calendar
- Promote event to patrons, particularly kids in grades 3rd and up
- Include event on community websites and calendars
- Adapt and send press release (template provided) to local media
- Consider a display about entrepreneurship and money
- Engage local kite club volunteers