Changing the Financial Futures of Young Adults
Background

• AICPA is the national association of Certified Public Accountants
• Feed the Pig is an extension 360 Degrees of Financial Literacy
• Since 2004, through 360, we have reached millions of Americans through national and local outreach
Feed the Pig Overview

• Partnership with the Ad Council
• Launched in 2006
• Targets 25-34 year olds
• Encourages these young adults to improve their financial behaviors and to increase savings
• Benjamin Bankes, “Spokespig”
• www.feedthepig.org
Traditional PSAs

- National and localized TV spot
- Four radio spots
- Magazine and newspaper
- Web banners
- Billboards and bus stop posters
Outdoor/Print

It Takes Courage, But Saving Money Is Worth It.

Saving Money Can Lead To Bundles Of Joy.

Saving Money Can Lead To Lifelong Bliss.
Other Resources

• Campaign website
  – www.feedthepig.org
  – Weekly Savings Tips
  – Bi-monthly payday savings reminders
  – Articles, calculators, interactive tools
  – Mobile site

• Benjamin Bankes Facebook page

• Twitter: @feedthepig
Making a Difference

• According to a study conducted by the Ad Council this Fall, individuals who have seen or heard a Feed the Pig PSA are more likely to change their financial behavior for the better.

• Thirty-seven percent of individuals that have seen or heard the PSAs say saving for their future is more important than buying things they want now verses 20% that have not seen or heard an ad.
Respondents who recalled seeing or hearing the PSAs were more likely than those who had not to report that in the past six months, they have taken action to learn more about managing their finances. Reported activities include:

- Discussing ways to save money with friends and family (84% vs. 67%)
- Visiting a website to get more information about how to save money (62% vs. 34%)
- Calling a toll-free number to get more information (32% vs. 4%)
Respondents who recalled seeing or hearing the PSAs were more likely to claim they always take certain actions to save money, such as:

- Keeping a budget of their expenses (33% vs. 19%)
- Saving for long-term financial goals such as education, a house or retirement (30 vs. 18%)
- Bringing a bagged lunch to work and/or eat leftover meals (29% vs. 21%)
- Comparison shopping for the purchase of most items (49% vs. 23%)
- Increasing savings when they receive a salary increase (27% vs. 16%)
Changing Sentiments

Savings?

Why save?

Save but should I do more?
Feed the Pig for Tweens

Teacher's Guide

Getting Ready to Teach

Essential Questions
Upon completing this unit, students will be able to answer the following questions:
• What is responsible financial decision making?
• Why is saving important?
• How does saving help people reach their goals?
• Extensions: What is interest and how does it help money grow over time?

Teaching with Sensitivity
You know your students best. For classrooms where tracking the earning and spending of real money would be inappropriate, you may choose to have students use the Bank of Bills and coins to "earn" money for performing different tasks in class. To simulate real-life financial decision making, you may set up a classroom store with items students can buy (i.e., stickers, snacks, pencils), and a bank where they can deposit and save their earnings.

Prior Knowledge
Before beginning the unit, students should have a basic understanding of the following skills:
• Estimating sums and differences
• Writing monetary amounts
• Adding and subtracting decimals to the hundredth place
• Multiplying decimals up to the hundredth place (8th grade only)
• Differentiating between needs and wants

Additional Materials Needed
• Financial Journal (Notebook/Writing Journal)
• Chart paper
• Coins: pennies, nickels, dimes, quarters
• Additional:
  - Digi-blocks or other math manipulatives
  - Checkbook registers (available at local banks)—one per student

Ongoing Activities

The good piglet activity is an interactive adventure in savings and spending. Through this fast-paced and fun learning adventure, students are challenged to practice balanced and responsible financial decision-making skills while helping their piglet friends reach their financial goals. Introduce your students to The Good Piglet Challenge, an interactive web game at the beginning of the unit, and have it set up as an extra activity for the students to play often. To extend the learning beyond the classroom, encourage your students to play the game with their friends and family too.

Financial Journals
The Financial Journal can be created using a regular notebook. You may choose to allow students to decorate and title it, "My Financial Journal." The project can be used to record:
1. Students’ computations, writing responses, and all other activities.
2. Their financial habits, including money earned, received, spent, and saved. (See Teaching With Sensitivity, above.)

Classroom Activities

ACTIVITY 1

Why Feed the Pig?

Objectives
Students will:
• Define financial terms: spend, save, and share
• Identify responsible and irresponsible financial decisions and their possible consequences
• Evaluate the results of a financial decision

Materials:
• Financial Journal; chart paper, paper and pencil

Teaching Tip
Use this activity as a diagnostic assessment of student attitudes and prior financial knowledge.

1. As a kick-off activity, ask students to respond to the following writing prompt in their Financial Journal: "What would you do with $100? What would you do with $1,000?"
2. Invite students to share their responses with the class.
3. Record student ideas on chart paper, dividing them into three categories: spend, save and share.
4. Schedule the day with spending and saving activities. See the activities sheet.
Bankes Bucks and Family Activity

Dear Parents/Caregivers:
Your child has been learning about the importance of saving and responsible financial decision making. With the Feed the Pig Family Goal Setting activity, you can support your child in developing sound spending and saving habits that will not only benefit them now—but especially in the future.

Welcome to the Feed the Pig Family Goal Setting—where families work together to save for a financial goal! It’s really easy and the reward is great! Just follow these simple steps:

1. Pick a short-term goal everyone wants. It could be a family outing to enjoy ice cream sundaes, a night out at the movies, a new item for your home, a financial gift to a favorite charity, or something else you choose together.
2. Map out your plan to save the money, including how much you need for the goal and how much you need to save each week to reach the goal.
3. To make a piggy bank, glue the “Feed the Pig” cut-out so that it wraps around a can or jar.
4. Ready to get started? Let’s Feed the Pig!

Family Financial Goal

<table>
<thead>
<tr>
<th>Amount Needed</th>
<th>Amount to Save Each Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How much saved?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
</tr>
<tr>
<td>Week 2</td>
</tr>
<tr>
<td>Week 3</td>
</tr>
<tr>
<td>Week 4</td>
</tr>
<tr>
<td>Week 5</td>
</tr>
<tr>
<td>Week 6</td>
</tr>
</tbody>
</table>

Grand Total $
Thank You!