



Assets for Independence Program

Content and Skills for Making Financial Education Effective and Engaging

Financial Education Training for Trainers

Training Sponsored by:

The Assets for Independence Resource Center, Financial Literacy
Enhancement Initiative

Materials Developed by:

Inger Giuffrida, Financial Educator and Asset Building Consultant

Training Purpose:

To provide AFI Grantees, IDA coordinators, financial educators and financial coaches with opportunities to:

- ❑ develop skills and acquire knowledge to effectively and engagingly facilitate financial education sessions for participants with low income and limited resources, and
- ❑ get specific information on credit, budgeting, asset building, and other core topics commonly forgotten in financial education that can be applied in the financial education sessions they facilitate.
- ❑ expand their peer networks and learn from their colleagues engaged in providing financial education

Important Note about the Training:

This training of trainers is NOT focused on a particular curriculum. The intent of this training is to provide participants with information about effective and engaging training, core content that is generally not covered in financial education initiatives or not covered to the depth really needed, and with a framework for choosing or developing materials to support their financial education efforts.

Please note that these materials were developed to be used in the context of training of trainers. Some of the materials may not make sense without the training and some of the activities done during the training are not included in the materials due to the training props used to facilitate the activities. For more information on attending training, visit the AFI Resource Center Website at www.idaresources.org.

Training Outcomes:

- ❑ Increased ability to apply to principles of adult learning to financial education.
- ❑ Increased number of activity ideas to use in the context of financial education.
- ❑ Increased number of strategies for keeping participants motivated during the financial education learning process and using new skills following the conclusion of the financial education classes.
- ❑ Increased ability to facilitate sessions on credit, credit reports, dealing with credit reporting agencies, and improving credit scores.
- ❑ Increased ability to facilitate sessions on budgeting for people at different stages of life.

- ❑ Increased ability to facilitate sessions on asset building.
- ❑ Increased understanding about the role of media and economic literacy in financial education and ideas for incorporating these concepts into financial education workshops.

Using the Materials:

The materials in this training are meant to help nonprofit practitioners develop their financial education training courses. Practitioners should feel free to use these materials or adapt them for educational purposes. Consultants and others who want to use the materials for personal profit should not feel free to use these materials without contacting the authors of the section and the AFI Resource Center first.

Please cite the original source as footnoted in the materials when using or adapting these materials. If there is no original source cited, please use the following citation: *Adapted from materials developed by Inger Giuffrida from Content and Skills for Making Financial Education Effective and Engaging: A Financial Education Training for Trainers. Assets for Independence Program.*



Typical Agenda Day 1

9:00 – 9:10 a.m.	Welcome <i>Provide an introduction to the training.</i>
9:10 – 9:30 a.m.	Opener <i>Provide an active and participatory way to focus on core topics of the training.</i>
9:30 – 9:50 a.m.	Introductions and Training Overview <i>Provide an overview of the training, develop learning covenants, and elicit burning questions.</i>
9:50 – 10:05 a.m.	Toolbox of Methodologies and Grab Bag of Ideas <i>Review tools to capture and catalog training ideas gleaned from the training.</i>
10:05 – 10:20 a.m.	Break
10:20 – 11:00 a.m.	Psychology of Money and Theory of Change <i>Provide participants with an opportunity to develop an understanding of how to address this topic in financial education and its relationship to changing behavior in participants.</i>
11:00 – 12:00 noon	Asset Building <i>Provide participants with a framework, background information and specific exercises to teach asset building as the foundation for financial education.</i>
12:00 – 12:45 p.m.	Lunch
12:45 – 1:00 p.m.	Financial Education Energizer <i>A fun exercise participants can incorporate into their own financial education courses.</i>
1:00 – 2:00 p.m.	Other Approaches to Providing Financial Education: Mentoring, Financial Coaching, Financial Counseling and Support Groups <i>Provide participants with additional models of helping clients build financial knowledge and skills and practice capabilities that support and build on group based financial education.</i>
2:00 – 2:15 p.m.	Break



- 2:15 – 3:00 p.m.** **Adult Learning Principles**
Examine in-depth adult learning principles, which provide a foundational framework for financial education facilitation and determine how to put them into action within a financial education program.
- 3:00 – 3:45 p.m.** **Effective and Engaging Facilitation**
Examine the core skills of an effective and engaging facilitator. Identify specific methodology to animate financial education topics in ways that connect with target audiences.
- 3:45 – 4:30 p.m.** **Effective and Engaging Facilitation – Part 2**
Identify and develop specific techniques to manage potentially challenging situations in financial education or other training situations.
- 4:30 – 5:00 p.m.** **Engaging Facilitation: New Approaches and Ideas for Facilitating Common Financial Education Topics**
Provide participants with the opportunities to develop and learn about new ideas for facilitating financial education topics in exciting and participatory ways.

Typical Agenda Day 2

- 9:00 – 10:00 a.m.** **Economic and Media Literacy**
Provide participants with the rationale for inclusion in financial education courses as well as ways to incorporate economic and media into financial education sessions.
- 10:00 – 10:30 a.m.** **Peer to Peer Sharing**
Provide an opportunity for participants to share ideas and insights as well as to raise concerns or ask questions to peer group.
- 10:30 – 10:45 a.m.** **Break**
- 10:45 – 11:45 a.m.** **Approaches to Assessment and Evaluation**
Discuss the reasons for pre/post assessment, review the pitfalls in both developing and using assessments, and identify resources for developing assessments.
- 11:30 – 12:30 p.m.** **Lunch**



12:30 – 12:45 p.m.

Financial Education Energizer

A fun exercise participants can incorporate into their own financial education courses.

12:45 – 1:45 p.m.

Budgeting

Provide participants with information about teaching budgeting in ways that engage participants and set them up for a habit of using budgeting skills.

1:45 – 3:00 p.m.

Credit

Provide participants with information about teaching credit with a focus on both content and process for teaching participants about getting, using and taking care of credit.

3:00 – 3:15 p.m.

Burning Issues Wrap Up and Evaluation

3:15 – 3:30 p.m.

Closing Activity



Facilitator Biography:

The facilitator for this session is part of the AFI Resource Center Financial Literacy Enhancement Initiative.

Inger Giuffrida, Financial Educator and Asset-Building Strategies Consultant
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Inger Giuffrida has operated her own consulting business for nine years and has had the privilege of working with a diverse set of clients from throughout the United States and Canada. As a financial educator and asset-building consultant, she has developed and delivered asset building training and financial education “training for trainers” to thousands of practitioners in the asset-building field across North America and is frequently asked to be a keynote speaker or featured trainer at state and national conferences.

She served in the U.S. Peace Corps in East Africa, ran a community-based non-profit in Michigan helping women with low income build businesses and achieve economic security, developed a small business development and financial education program for a credit union in upstate New York, and led the asset-building department at a think tank in Washington, D.C. She has written several nationally distributed financial education curricula, including one named the best financial literacy curriculum of the year by the Financial Literacy Institute.

She is currently developing a national financial education program for Jim Casey Youth Opportunity Initiative, a foundation dedicated to helping young people make the transition from foster care to independence; serving as the lead trainer and TA provider for United Way Worldwide and FINRA Investor Education Foundation; developing resources and training and serving as a lead trainer for the Financial Literacy Enhancement Initiative for the Department of Health and Human Services Assets for Independence Program (Abt Associates); serving as project consultant for the Pioneer Library System Smart Investing @ your library® initiative; running a community financial education capacity building initiative for the United Way of Norman; developing state level core competencies for the state of Alabama and developing training to support them; and providing financial education for Citizen Potawatomi Nation’s youth asset building camp, among other projects.

She has served on numerous community boards and has volunteered in every community in which she has lived. Currently, she serves on the board of the Oklahoma JumpStart Coalition for Personal Financial Literacy, the steering committee of the Oklahoma Assets Foundation, the Family Impact Council for United Way of Cleveland County, the Truman Elementary PTA and the Pack 217 Committee. She also founded Touch a Truck Day, a fundraiser for the children’s section of the Norman Public Library in 2005. She holds an MBA from Western Michigan University and a BS in Business Finance from Miami University. She lives in Norman, OK where she resides with her spouse, two young children and a house full of pets.



About the AFI Resource Center:

The AFI Resource Center offers information, tools, and guidance for AFI grantees. Technical assistance is available through the resource center around many topics affecting AFI grantees.

The **Financial Literacy Enhancement Initiative** is an effort of the AFI Resource Center to support AFI grantees in providing top-quality financial education within AFI projects.

Why do AFI Grantees need this Initiative?

Financial education is a critical component of the AFI program, giving participants the knowledge and tools they need to take charge of their finances and create a stronger financial future through savings and asset building. Financial education not only provides AFI participants with skills and motivation to help them find money to save regularly in their IDA, it also gives them the skills to understand and repair credit, use financial services effectively, and plan for the future. Most importantly, financial education can give people the knowledge and skills to hold onto the assets they have worked so hard to acquire in the IDA Project.

How will AFI Grantees benefit from the Initiative?

The goal of the Initiative is to support AFI grantees in designing and delivering top-quality, transformative financial education within the context of their projects. To meet this goal, the Initiative will:

- Sponsor several **financial education training** events for AFI Grantees, either as part of already established events, or as stand-alone training events;
- Provide free telephone, e-mail, and in-person **technical assistance** to AFI Grantees upon request;
- Provide a variety of **tools and resources** through the webpage; and
- Make available the **FDIC's Money Smart curriculum** to any AFI grantee that requests it.

How do you find out more?

Visit the AFI Resource Center website or www.idaresources.org. Visit periodically for new information related to financial education. At this website, you will be able to obtain information, read articles, find out about training events, order copies of the FDIC's *Money Smart* curriculum, and request individualized assistance for your financial education effort.

Do you want to talk to someone about this Initiative?

Please contact us to find out more, discuss your financial education needs (training or other). We can offer you assistance, at no cost!



Please contact the AFI Resource Center by **Telephone: 1-866-778-6037** **Email:** info@idaresources.org. Specify that your question is about the *Financial Literacy Education Initiative*. You will be connected to a technical expert who can answer your questions and provide assistance to your organization in the delivery of financial education for your clients.