

May Financial Wellness Toolkit

You help your members afford life – we'll help you do that. To aid with your public relations, media relations, and marketing workload, we'll provide you with personal finance content each month to use in your credit union's communication channels.

Here's the story...

Our Financial Wellness Toolkit contains useful information and tips to share with your members in your longer-format communication tools, including newsletters, blogs, and/or website articles. Use this story however you'd like!

It is important to start teaching your child about good spending habits from an early age. As they get older, they will utilize those tips and be able to make smart financial choices for their own families. According to [Dade County Federal Credit Union](#), it can be difficult for a child to understand the difference between each bill and piece of change, but the earlier you start, the better chance they have of being financially responsible.

Before your child turns seven, they should already have a basic understanding of what money is and how it can be used. Even if you pay with a debit or credit card, explain to your kids that you're using money to make purchases. Show your kids the receipt so they begin to understand that your actions are paying for monetary items.

When your children get a little older, you can start introducing them to saving. Create a short term goal for your child, like a toy purchase, and see if they understand that every penny saved can go towards that goal. This also helps your child learn about delayed gratification and they will appreciate the purchase more because they worked hard to purchase the item themselves.

Around the time your kids are gearing up for college, it's a good idea to teach them about investing and how they can get the most back from their money. If they seem interested in investing, consider opening up a custodial account with a brokerage like Charles Schwab, E*TRADE, Fidelity or Stockpile. These companies will also be able to guide your child towards the best possible investing opportunities.

Here are some ways you can teach your children how to spend and save.

1. Spending

Learning what spending is and how to budget is arguably the most essential financial skill you can teach a child. Once children realize that purchases cost money and there is a limited amount of money to go around, they will start to learn about the importance of being financial responsible. Children have to learn that in order to afford everything you need to survive, you must plan ahead and adjust accordingly based on unexpected circumstances that arise.

2. Spending Activities

Young children can learn about spending through an at-home store. Give your child a small amount of money and create a store with items of varying costs. This will help them realize that they cannot buy every single item at the store and that they will need to prioritize what they want the most. They can even save their funds to make larger purchases in the future. When they get older, you can even introduce spreadsheets or apps to help keep track of their spending.

3. Saving

Another important financial lesson for children to learn is saving. They need to learn that there is a difference between saving money in an abstract savings fund and saving money with a purpose. When kids start entering the workforce, they may choose to save a regular percentage of their income or a certain amount each paycheck. Consider matching their savings with \$0.50 as an incentive.

4. Saving Activities

Help your child set an attainable savings goal and make sure the money being saved is a visual reminder. Consider having your child add money to a jar or color in a section on a whiteboard each time they achieve a new milestone. This visual representation is helping for children starting out so they can see that their money is being saved for a purpose. Another great way to teach your children about savings is to visit your local credit union and open a savings account for your child. Many credit unions offer financial programs designed for children and they can even offer additional tips and resources to help your child even more on their financial journey.

For Social Media...

Here are a few timely messages in 280 characters or less for your credit union's social media presence.

#CreditUnions

Do you know the differences between a credit union and a bank? Find out more:

<https://yourmoneyfurther.com/>

Credit unions offer lower rates on car loans than banks! Learn more:

<https://yourmoneyfurther.com/>

CUs exist to serve their members, not make a profit for shareholders. Learn more:

<https://yourmoneyfurther.com/>

Get a jump on your finances by visiting your local credit union today. Learn more:

<https://yourmoneyfurther.com/>

#SaveEarly #SpendWisely

Ensure your child will #SaveEarly with these informative tips: [Link to release/article](#)

Teach your child how to #SpendWisely by utilizing these helpful exercises: [Link to release/article](#)

#SaveEarly and #SpendWisley by showing your child how to be financial responsible with these tips: [Link to release/article](#)