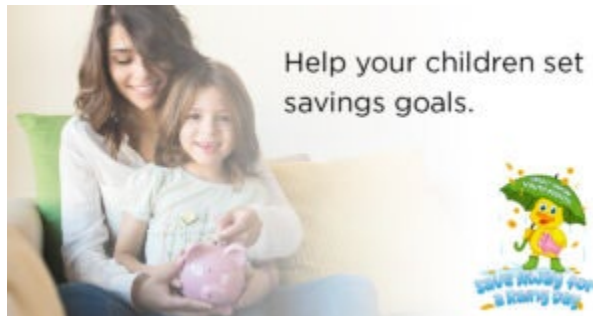


## 2024 CU Youth Month Social Media Guide

### Post #1 – Help your children set savings goals.



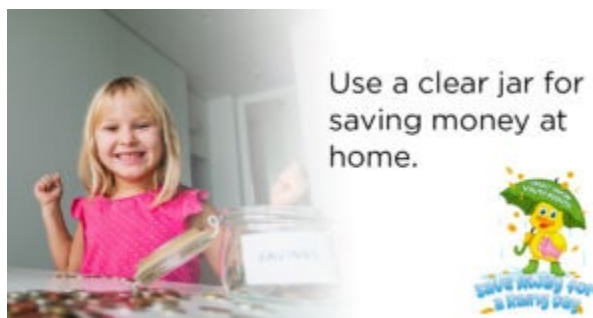
Children—just like adults—will be much more motivated to save their money if they have a specific goal in mind. Help them set their sights on something to save up for, remind them of their goal whenever they get an inclination to spend, and watch them as they experience the thrill of achieving an accomplishment! #CUYouthMonth

### Post #2 – Open a youth savings account at your local credit union.



With lower fees and higher savings rates, a youth savings account at your credit union can help kids lay the foundation for future financial success. #CUYouthMonth

### Post #3 – Use a clear jar for saving money at home.



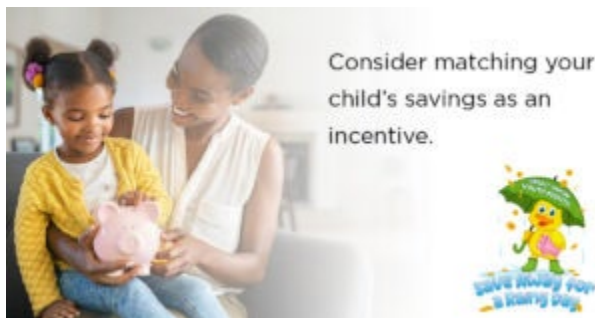
If you're trying to communicate the importance of saving money at home, consider using a clear jar. While a piggy bank is a great idea, it doesn't give kids a visual. When using a clear jar, they can see their money grow over time. Tell your children, "Once the money reaches the top, you can use that money to buy something you want." They will be able to monitor their progress, experience delayed gratification, and learn the importance of saving. #CUYouthMonth

## Post #4 – Play money management games during CU Youth Month.



Board games like Monopoly or the Game of Life encourage kids to strategize—teaching them the importance of budgeting, saving, and planning for the future, all while masquerading as fun games. #CUYouthMonth

## Post #5 – Consider matching your child's savings as an incentive.



One of the reasons people save in their employer's retirement plan is the company's matching contribution. If you're looking to motivate your children to save, consider using a similar method. If they're saving for a particular item, such as a toy or video game, consider offering matches when they hit certain savings milestones. #CUYouthMonth

## Post #6 – Save away for a rainy day at your local credit union.



Traditional savings accounts offer a tried-and-true way for people to store money. If you want to start saving for your child's future, open a youth savings account at your local credit union! #CUYouthMonth

## Post #7 – What did your children learn about savings this month?



What did your children learn about their credit union and the importance of savings this month? Let us know in the comments! #CUYouthMonth