

Your Money, Your Goals

AN IMPLEMENTATION GUIDE



Consumer Financial
Protection Bureau

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Putting *Your Money, Your Goals* to work

Finances affect nearly every part of life in the United States. But many people feel overwhelmed by their financial situations, and they don't know where to go for help. Frontline staff and volunteers in social services, legal assistance, community and faith-based organizations, and worker organizations are in a unique position to provide that help to their clients by sharing information and tools that build financial empowerment. When these staff and volunteers are equipped to initiate basic discussions about personal money management and connect the people they serve to qualified financial counselors and coaches, new pathways to financial empowerment are created.

Financial empowerment includes financial education and financial literacy, but it is focused both on building the ability of individuals to manage money and use financial services and on providing access to products that work for them. Financially empowered individuals are informed and skilled; they know where to get help with their financial challenges. This sense of empowerment can inspire confidence that they can use their financial knowledge, skills, and resources to achieve their goals.

Your Money, Your Goals is a suite of financial empowerment toolkits designed by the Consumer Financial Protection Bureau (CFPB) for:

- Social services programs
- Legal Aid organizations
- Community volunteers

- Worker organizations

The toolkit helps organizations, their staff, volunteers, and other potential users understand when and how to introduce financial empowerment concepts such as goal-setting, saving for emergencies, managing debts, understanding credit, and choosing safe and affordable financial products. Organizations can use this toolkit to help individuals and families become financially empowered consumers. The toolkit files are available at no cost to organizations that are looking to integrate financial empowerment into their work with clients.

The toolkit contains a collection of financial empowerment information and tools. The information and tools in *Your Money, Your Goals* are flexible, and they can be adapted to the organization's service delivery model and to meet the unique needs of the people they serve.

If you are a manager of a social service program, a financial educator, work for a legal services organization staff, are a member of an organization that serves workers, or serve as a board member of a non-profit organization, there are a number of potential benefits to making *Your Money, Your Goals* part of your strategy for serving economically vulnerable members of your community. Those benefits may extend to the people you serve, to the organizations that use the toolkit, to the larger communities they serve – and to you.

- **The people you serve:** The *Your Money Your Goals* toolkit, available in English and Spanish, lays out simple and easy-to-use tools that can help individuals and families move toward financial stability and prosperity. Increased financial stability, in turn, can provide a basis for people to achieve their educational, employment, health, housing, and other goals.
- **Social service organizations and programs:** Whether an organization's mission is highly specific (such as affordable housing) or more expansive (to promote self-sufficiency), organization staff can choose the specific information and tools from *Your Money, Your Goals* to best respond to the financial empowerment needs of the people they serve.
- **Communities:** Households that are financially stable have a positive effect on their neighborhoods, resulting in thriving communities.
- **Staff and volunteers:** The toolkit helps you and other frontline staff and volunteers understand how to identify financial issues that may pose challenges and help you *and* the people you serve navigate those challenges.

Implementing *Your Money, Your Goals* training and integration

About this guide

The CFPB developed this guide to help social service organizations and other intermediary organizations build a plan for integrating the financial empowerment toolkit into the services they provide. It also assists in preparing for and delivering training to staff or volunteers on using the toolkit in their day-to-day interactions.

The CFPB has provided four key resources to help you plan and implement *Your Money, Your Goals*:

- ***Your Money, Your Goals* toolkit.** This toolkit will be the subject of your training for case managers and other frontline staff. After the training, staff will use the tools and information found within it with clients. The PDF is available for download at consumerfinance.gov/your-money-your-goals.
- **Implementation guide.** You can use this guide to plan how to integrate financial empowerment within an organization and plan the training.
- **Training slides with trainer notes.** You can use these slides to train case managers and other users.¹ When you open this PowerPoint, look for the trainer notes in the Notes Pane beneath the slide. There is also an option for printing the slides so that the speaker notes are visible.
- **Train-the-trainer webinars.** CFPB’s website provides recorded webinars to help trainers adapt and deliver presentations for staff and volunteers in social services and legal aid organizations, and in their communities. “Live” webinars will also be scheduled when updates are released.

¹ Should your organization create additional training content, the CFPB’s logo may not be included on slides, handouts, and other materials that were not developed by CFPB.

These and other *Your Money, Your Goals* materials are available online at <http://www.consumerfinance.gov/your-money-your-goals>. Be sure to sign up for updates so that you will be aware of modifications to the toolkit as well as future training offerings.

Implementation through integration

Your Money, Your Goals was not designed to become an “add-on” service, but rather a collection of tools and information your organization can integrate into the work you and your organization are already doing with clients.

Integrating YMYG’s client resources may help you serve people more effectively and efficiently. The Centers for Disease Control and Prevention define service integration as providing “seamless comprehensive services from multiple programs without repeated registration procedures, waiting periods, or other administrative barriers.”² Figure 1 contrasts integration with two other models of expanding services.

FIGURE 1: CONTRASTING ADD-ON PROGRAMS, CO-LOCATIONS, AND INTEGRATION



² Centers for Disease Control. *Program collaboration and service integration: enhancing the prevention and control of HIV/AIDS, viral hepatitis, sexually transmitted diseases, and tuberculosis in the United States*. 2009. See http://www.cdc.gov/nchhstp/programintegration/docs/207181-C_NCHHSTP_PCSI%20WhitePaper-508c.pdf.

Integration is distinct and different from creating an add-on program, which generally involves having dedicated staff and separate policies, procedures, and service delivery. It is also different from co-location of services, which moves services to one place, generally with one intake process. This makes it more convenient for people to access the services, but staff and service delivery, as well as program-related policies and procedures, are often separate.

Integration of financial empowerment means identifying where and how you can weave financial empowerment information and tools into the work you are already doing. This does not require separate staff, different delivery strategies, different policies and procedures, or different locations. It does require staff to have an understanding of the materials and the identification of the touch points where integration could occur. Touchpoints include identifying what information and tools will be most useful, which staff or volunteers should be involved, and what financial empowerment information and tools will be integrated with the services your organization already provides.

Why is integration of financial empowerment such a promising strategy? Integrating financial empowerment:

- Builds on established relationships you may have with the people you serve.
- Creates efficiencies. People are busy and addressing financial issues with other programmatic offerings in one place is potentially more convenient for them.
- Reflects a more holistic approach. Financial and economic issues cut across the spectrum: basic needs, housing (and all issues related to safe housing), health and health care, child rearing and care, work, transportation, and education.
- Provides opportunities for reinforcement during “natural” discussions.
- May result in better outcomes for the people you serve and for programs.
- May enable organizations to provide unbiased financial empowerment information and tools to hard to reach populations.³

While it may prove more efficient for the people you serve, it does, of course, take staff time to plan and implement, whether you choose to train staff and/or volunteers. The time, however, is

³ Source: Integrating Financial Education into the Work that You Do by Inger Giuffrida, April 2010.

front-loaded. To integrate *Your Money, Your Goals* into the case management or other supportive services you provide, staff will have to invest time to:

- Learn the toolkit content.
- Become comfortable with the topics and the tools in the toolkit.
- Think about ways to introduce financial empowerment into case management and other services.
- Potentially capture the benefits of financial empowerment for your clients and for the work you do.

Successful implementation involves identifying integration points within the organizational processes and procedures. **Use *Tool 1: Finding opportunities to introduce financial empowerment to help identify integration points for the toolkit into their work with clients.***

Once you identify where *Your Money, Your Goals* can be integrated within a program or service, you can identify who will be sharing information and tools. This will let you know who should be trained in its content and use, and which version of *Your Money, Your Goals* to choose.

If you determine that your organization can best implement financial empowerment through separate programs or through co-location, providing *Your Money, Your Goals* training to all frontline staff or volunteers can strengthen that work. Trained staff and volunteers may better identify who could receive these additional services, lay the groundwork for them to more fully benefit from them, and provide them with tools that can address immediate needs.

Funding your implementation of *Your Money, Your Goals*

Your Money, Your Goals materials are available for download at no charge. The online training provided by CFPB is also free and is designed to equip individuals to train frontline staff or volunteers within your organization or from other organizations in your community.

Implementation costs that may need to be covered include printing of materials, paying for one or more trainers to train staff on using the toolkit, buying training equipment and supplies,

possible room rental, and other expenses. Many of these costs can sometimes be covered by in-kind contributions from community-based organizations.⁴

If you do not already have a trainer in mind, think about reaching out to your local or state asset building coalition, which may have accomplished trainers as members. You may be able to cover the trainer's costs through an existing community-based program related to financial education or financial capability.

Examples of integration

There are as many ways to integrate *Your Money, Your Goals* as there are organizations that have implemented the toolkit. Every organization is unique. The following examples of options for integrating financial empowerment reflect the experiences of programs that have incorporated *Your Money, Your Goals* into their operations:

- In a multi-service, national nonprofit organization, supervisor-, director-, and manager-level staff participated in an all-day training for trainers. These staff members, in turn, trained case managers and other frontline staff in their own organizations and departments. Mental health counselors used the information and tools on cash flow, understanding and improving credit reports and scores, dealing with debt, and protecting identity with their clients. They did so both in counseling sessions and as “homework” done in between counseling sessions. These counselors identified ways that finances affected their clients’ personal relationships, and financial empowerment helped clients gain more control over important aspects of their lives. Case managers working with low-income refugees used the toolkit along with the regular services they provided to help refugees acclimate themselves to life in the United States.
- Two community action agencies introduced *Your Money, Your Goals* to their entire staffs. Staff then used the toolkit to provide general financial empowerment sessions to energy assistance and first-time homebuyer clients. These agencies also used the toolkit at their tax preparation sites. While waiting for their tax preparers, clients met with financial coaches. The coaching sessions focused on tools found in the savings, cash flow,

⁴ Should your organization choose to solicit sponsorships for training activities, sponsor names and logos may not be used on printed materials that include the Bureau’s name or logo. For more information, contact CFPB_Empowerment@cfpb.gov.

and debt modules. Significantly, cases of financial abuse were uncovered during the sessions and reported using information in the *Protecting consumer rights* module.

- A United Way agency used the toolkit to train staff from all of the human service agencies it funds. The toolkit was available as a resource that service agencies could integrate into their programming for clients. It also provided training to social workers from a local school district.
- In a local faith community, an assistant pastor trained young adult leaders who have shared the information and tools with family members and friends. He has incorporated the volunteer toolkit into the counseling he provides to couples preparing for marriage and in discussions with residents of low-income housing developed by the congregation's community development corporation.
- An attorney from the consumer finance unit of a legal aid organization was able to use the field test toolkit training as an opportunity to highlight some relevant state-specific information as well as link consumer finance to other legal issues. This helped staff from other units identify consumer finance issues and understand better the connection between consumer finance and other legal issues, e.g., family law.
- For additional ideas on how to integrate information and tools into discussions with clients, see the toolkit modules on *Assessing the situation* and *Starting the conversation*.

Organizing a *Your Money, Your Goals* Training Session

Pre-training responsibilities

The *Your Money, Your Goals* training materials are designed to be flexible. This gives you the ability to focus on the information, tools, and exercises you decide will best accomplish your training goals.

The first step in planning the training session involves defining your objectives: who is the target audience and what outcomes would you like to accomplish? The target audience, for example, could include staff of your organization. If you are training organization staff, secure

executive- or supervisory-level commitments for staff being trained. It's important to secure commitments from executive- or supervisory-level staff within your organization or from your participating partner organizations. They can ensure that trained staff will be supported in integrating the toolkit into their day-to-day work. Organizations that have made a decision to “move the needle” on financial empowerment may find that including performance expectations and measures in employee work plans and annual reviews can help ensure that financial empowerment is effectively incorporated into the provision of services.

However, if you are working within a large organization, you may want to consider each department or program area and each of their client populations. If you are planning to provide *Your Money, Your Goals* training to staff from multiple organizations, your training should include a discussion of the toolkit's relevance and usefulness to the work of each type of organization.

The next step is determining who will deliver the training: internal staff, staff from another organization, a financial empowerment trainer from another organization or local financial institution, or a financial empowerment trainer that is an independent consultant.

As some organizations have done, you may want to recruit several trainers that present materials based on their areas of expertise. By identifying a trainer or trainers early in the planning process, you have the ability to involve them in all phases of the planning, including choosing which specific content and activities to deliver. This can also help them better prepare for the training.

You will also need to decide how long the training will last, whether food will be provided, how the breaks will work, and how you will divide the participants into groups. You should decide on these points before the training starts to ensure that the time you have is used effectively.

Finally, consider the set-up of the room. Room set-up may depend on the space trainers are able to secure for the training. Ideally, participants will be seated in groups of four to seven around tables, so they can work in teams or small groups. If at all possible, avoid theater-style seating or arrangements that do not include tables for participants to work on.

Other important pre-training responsibilities include:

- **Learn the toolkit.** This step is most important for the person who will be providing the training. The best way to start learning the toolkit is to read through it and complete the assessments and tools.

- **Learn the training.** The CFPB has created “train-the-trainer” online webinars.⁵ These trainings provide an overview of the toolkits and training materials, including the activities used to make the training engaging. Trainers should review the slides and activities they will use to train case managers as they view the webinar or after it is completed. The training materials are available as a PowerPoint presentation with trainer notes.
- **Shape the delivery of *Your Money, Your Goals* to fit your participants.** The trainer should add examples that are relevant to the individuals and organizations they will be training, including those from their own experience.
- **Prepare a resource and referral list.** This list will help trained case managers direct clients to individuals or organizations that may help them address financial issues that require ongoing or specialized assistance.

Training activities and supplies

Making the training engaging is a key to ensuring that it is effective. The trainer notes—found in the notes portion of the *Your Money, Your Goals* training slides—include activities based on principles of adult learning. They contain detailed instructions for using exercises to make your training dynamic and engaging. Some of the types of exercises used in the training include:

⁵ See <http://www.consumerfinance.gov/your-money-your-goals>.

- Vote with your body
- Icebreaker
- Stand up/sit down
- Large group activity
- Debate
- Role play
- Scenario analysis
- Presentation
- Facilitated discussion
- Brainstorming
- Individual activities
- Scavenger hunt
- Small group exercises
- Exercise in pairs
- Carousel
- Skit
- Tool analysis
- Contest
- Legal aid knowledge assessment or “quiz”

The supplies you will need depend on the context and location of the training. For a comprehensive group training that covers multiple modules, the toolkit offers this suggested supply list:

- Computer
- LCD projector
- Projection screen or wall
- Easels
- Small table for projector and computer
- Extension cords
- Flip chart Pad
- Tape
- Marker for facilitator and participants
- Large, self-adhesive notes (4”x6” or 5”x8”)
- Prepared flip chart for group exercises
- Copies of the toolkit for each participant
- Copies of resource and referral lists

Training responsibilities

The trainer’s responsibilities include making sure the room is set up properly, the schedule is followed, that surveys or assessments that your organization chooses to conduct are administered, and ensure that the training is engaging.

Most importantly, the trainer must be prepared. The training will go smoothly if the trainer follows the steps listed in the pre-training section, including taking time to get to know the materials, completing exercises in advance, and making a thorough schedule.

Post-training responsibilities

Once the training is complete, the organization may want to pass out and collect evaluations and feedback forms. Feedback forms will allow trainers and organizations to learn from the training, and to improve the training next time.

CFPB has developed pre- and post-training surveys that are available for download at www.consumerfinance.gov/your-money-your-goals. Organizations may use them in their entirety or adapt them for their use.⁶

Integrating measures of success

Including financial empowerment measures in program objectives, volunteer engagement plans, staff work plans, and individual performance goals can help organizations more effectively integrate financial empowerment into their service delivery. Every organization tracks outcomes and measures success differently but there may be certain types of information that can help inform the effectiveness of the program and provide insights into what works for the people they serve. For example, after staff go through financial empowerment training, the organization could begin measuring things like the number of clients who:

- Claim the federal and any state Earned Income Tax Credit on their taxes
- Use free tax preparation assistance
- Have a checking account
- Have a savings account
- Utilize direct deposit

⁶ If you would like additional information on using these surveys, e-mail CFPB_Empowerment@cfpb.gov.

- Begin saving for a future emergency or goal
- Begin tracking their monthly cash flow
- Begin to pay down consumer debt or have stopped acquiring new consumer debt
- Follow up on referrals to community financial resources, such as credit or debt counselors
- Get a free credit report
- Take steps to correct information on the credit report
- Increase their credit score
- Report suspected financial abuse
- Take steps to protect their identity
- Calculate debt to income ratio
- Reduce their consumer debt
- Have a decreased need for help with the same type of legal issue that may be linked to money management practices

Personal stories are important too, especially as a way to motivate case managers, other frontline staff, and volunteers to use *Your Money, Your Goals* with clients. Encourage your staff or volunteers to share their *Your Money, Your Goals* success stories in meetings and office communications in ways that are in accordance with your organization's privacy policies. Hearing examples of how colleagues used the toolkit to help clients will encourage other staff members to make use of the tools and information.

Tool 1:

Finding opportunities to introduce financial empowerment

Your organization's frontline staff and volunteers may meet with people in many different situations. Staff may meet with clients to screen them into programs or legal assistance, to support them during a life transition, or to monitor their progress within a specific program. Volunteers may coach, counsel, or mentor – or simply greet and welcome program participants. When your organization integrates financial empowerment into the services it provides, what it can expect to accomplish will depend on the situation in which staff work with clients and the frequency with which they see them.

Answer the following questions and use the analysis that is provided to learn about what you can cover and what your organization can potentially expect to achieve with clients, given the situation in which staff provide service and how frequently they see the client.

As part of your planning, you may want to explore a guide that has been created by the Department of Health and Human Services' Administration for Children and Families. [*Building Financial Capability: A Planning Guide for Integrating Services*](#) is a step-by-step strategic planning guide that can help you identify your organization's specific goals and strategies for integrating financial empowerment services.

Contact situation questions

Question	Response (circle or check)	
1. Do staff or volunteers screen participants for eligibility into programs based on financial information you ask from the clients?	Yes	No
2. Does staff monitor for continued eligibility in the program based on financial information updates?	Yes	No
3. Is helping people meet their goals a part of the case management or services your organization provides?	Yes	No
4. Do staff or volunteers provide support to people while they are in your program?	Yes	No
5. If yes, check the types of support provided.	<input type="checkbox"/> Listening (the individual can share a range of concerns with you) <input type="checkbox"/> Problem solving <input type="checkbox"/> Contingency planning <input type="checkbox"/> Resource planning <input type="checkbox"/> Referrals <input type="checkbox"/> Other: _____	
6. Does staff provide assessment, monitoring, support, and other services to the same client?	Yes	No
7. Are the people served generally facing emergencies (Ready to lose housing, transportation, job, or other basic needs)?	Yes	No
8. Is safety and security a primary issue when meeting with people?	Yes	No

Frequency of contact questions

Questions	Response	
1. Does staff meet with clients people only one time?	Yes	No
2. Do staff or volunteers meet with people one time per year? If yes, how do you conduct this annual meeting?	Yes	No
3. Do staff or volunteers meet with or contact people via phone or e-mail monthly? If yes, how do you conduct these monthly meetings?	Yes	No
4. Do staff or volunteers meet with or contact people via phone or e-mail more frequently than once per month? If yes, how do you conduct these meetings?	Yes	No

In-person, at your office

In-person, in the client's home

Over the phone

Other: _____

<p>5. Do staff or volunteers have ongoing contact with the people they serve?</p>	<p>Yes</p>	<p>No</p>
<p>If yes, how do you conduct these meetings?</p>	<p><input type="checkbox"/> In-person, at your office</p> <p><input type="checkbox"/> In-person, in the client's home</p> <p><input type="checkbox"/> Over the phone</p> <p><input type="checkbox"/> Other: _____</p>	

Response key

There are no right or wrong answers for this assessment. Its purpose is to help you identify the opportunities you have for providing financial empowerment assistance to your clients.

Contact situation questions

Question	Opportunities and potential considerations in introducing financial empowerment
<ol style="list-style-type: none"> 1. Do staff or volunteers screen participants for eligibility into programs based on financial information you ask from the clients? 2. Does staff monitor for continued eligibility in the program based on financial information updates? 	<p>If <i>yes</i>, staff conducting screenings may want to avoid discussing material from <i>Saving for the unexpected, emergencies and goals</i> and <i>Managing cash flow</i> in initial and monitoring meetings.</p> <p>If legal aid staff assist clients with accessing or determining eligibility for certain programs or protection, e.g., bankruptcy, <i>Tracking and managing income and benefits</i> and <i>Dealing with Debt</i> may be useful modules to start with.</p>
<ol style="list-style-type: none"> 3. Is helping people achieve their goals a part of the case management or services your organization provides? 	<p>If <i>yes</i>, staff may want to start with the module on <i>Setting goals</i>.</p>
<ol style="list-style-type: none"> 4. Do staff or volunteers provide support to people while they are in your program? 	<p>If <i>yes</i>, use the toolkit's <i>Client goal and financial situation assessment</i> to find the right topic to start working on with clients.</p>
<ol style="list-style-type: none"> 5. If <i>yes</i>, check the types of support provided. 	<p>Consider how the type(s) of support you provide now can be used as an opportunity to provide targeted financial education to your clients.</p>
<ol style="list-style-type: none"> 6. Does staff provide assessment, monitoring, support, and other services to the same client? 	<p>If <i>yes</i>, ensure that your work with clients is coordinated with the goals of programs they may need as they build self sufficiency.</p>
<ol style="list-style-type: none"> 7. Are the people served generally facing emergencies (Ready to lose housing, transportation, job, or other basic needs)? 8. Is safety and security a primary issue when meeting with people? 	<p>If <i>yes</i>, stabilize the client before introducing financial empowerment. Staff may need to refer this client for immediate help. In some situations, the <i>When Cash is Short</i> tool may be useful in discussions with these clients.</p>

Frequency of contact questions: Key

Question	Contact type	Implications for introducing financial empowerment
If Question 1 = Yes	One-time client contact	<p>You have only one opportunity to provide financial empowerment information. Consider the following:</p> <ul style="list-style-type: none"> • Inform people about the Earned Income Tax Credit and other tax credits and free tax preparation sites to help them obtain it. See the tool on <i>Increasing income through tax credits</i>. • Inform people about requesting their credit report and why they should consider doing it. See the module on <i>Understanding credit reports and scores</i>. • Inform people about financial services that may be able to help them manage their finances. See the module on <i>Evaluating financial service providers, products, and services</i>. • Inform people about some of their basic rights and responsibilities. See the module on <i>Protecting consumer rights</i>. • Read through <i>Your Money, Your Goals</i> to find other opportunities to help the people you serve. The resource and referral list prepared by your local trainer can help you direct your clients to individuals or organizations in your community that can help them address some of their financial issues.

<p>If Question 2 = Yes</p>	<p>Infrequent client contact</p>	<p>Meeting infrequently means you may have the chance to provide some information or work with clients through only one tool in <i>Your Money, Your Goals</i>. Start with the person's goals to find the right place to make a difference. If a staff or the volunteer does not know the person's goals, try starting with the module on <i>Setting goals</i> or with <i>Saving for the unexpected, emergencies, and goals</i>. If a legal aid client has a legal issue that involves finances, linking them to a relevant module or tool may help them better understand the issues, e.g., the <i>Paying bills and expenses module</i> or the <i>Prioritizing bills</i> tool.</p> <p>If the person is struggling with federal student loan debt, staff can use the information regarding student loans in the module on <i>Dealing with debt</i> to show them how to apply for income-based repayment, which can help them to negotiate for lower monthly payments.</p>
<p>If Question 3, 4, or 5 = Yes</p>	<p>Frequent, regular, or ongoing client contact</p>	<p>There are many chances to provide financial empowerment services to the people you serve. Consider starting with the toolkit's <i>My Money Picture</i> assessment. Once you know someone's goals and financial priorities, you can introduce the topics that will make the biggest difference for them. With the regular meetings, you can also ask them to take action steps in between meetings.</p> <p>For example, if they are struggling to make ends meet, you may ask them to complete the <i>Income and expense tracker</i>, which is a tool in the module on <i>Paying bills and other expenses</i>. Consider documenting their goals and the activities you complete with them, and track their activities and progress in reaching their goals. If you document your meetings, be sure to follow your organization's rules and procedures regarding secure storage and retention of these documents.</p>

Tool 2:

Your Money, Your Goals training invitation—sample text

Dear [Recipient Name]:

We'd like to invite you and your organization's case managers (volunteers, attorneys, etc.) to join us for a training in using the Consumer Financial Protection Bureau's (CFPB) *Your Money, Your Goals* financial empowerment toolkit, which will take place [date] at [time]. A draft of the training agenda is attached.

The CFPB developed this toolkit to help frontline staff (or volunteers) provide high quality, unbiased information and tools that help people become financially empowered. It's also designed to make the integration of financial empowerment tools as seamless as possible for your organization. As a result of the training, staff (or volunteers) will build a foundation of financial knowledge that will help them become comfortable in using the toolkit with their clients.

The CFPB's free toolkit, available in English and Spanish, guides case managers in adapting tools to each client's situation. By using it, they will learn to help people they serve:

- Set goals and calculate how much money is needed to reach these goals
- Save money for short term and long term goals
- Establish an emergency savings fund
- Track the specific ways they are using their money
- Bring their cash flow budgets into balance
- Access and use tax refunds

- Make a simple plan to reduce their debt
- Get and review their credit reports
- Fix errors on their credit reports
- Evaluate financial products and services
- Recognize when they may have been treated unfairly and know how to submit a complaint to the CFPB

The training is limited to [#] participants. Please RSVP via e-mail by [date].

Thank you for your consideration. Please contact me at [contact information] with any questions you might have.

Sincerely,

[Signature]

Tool 3:

Making the case to decision makers

To get *Your Money, Your Goals* off the ground in your community, you may first need to spend time getting buy-in and support from your organization's leadership and within potential partner organizations. When making the case for financial empowerment to organizational leadership, consider noting the following points:

- Financial issues affect everyone.
- Financial issues—from lack of income to uninformed choices about credit to lack of long-term planning—may cause people to need safety net programs.
- Safety net programs, which are extremely important, were designed to help families get by, often for the short-term; financial empowerment helps families advance economically and achieve financial stability.
- Financial empowerment gives people the knowledge, skills, resources, and confidence to make informed decisions and use money to reach their goals.
- Frontline staff or an organization's volunteers may be the only point of access to financial empowerment services for the people you serve.
- Frontline staff and volunteers can play a much-needed role in introducing financial empowerment concepts within the context of their preexisting trust-based relationship and then linking clients with other financial empowerment providers.
- Financial empowerment delivered by staff or volunteers is about leveling the playing field. People with financial resources have access to professionals to help them make decisions about money. People without adequate financial resources may turn to their friends or family (who may be uninformed) for guidance. Properly trained staff and volunteers can fill this gap by providing unbiased and relevant financial empowerment information, tools, and referrals to clients with low and moderate income.

You might consider using some or all of the following script as a basis for your conversations. It includes the key points above to gain buy-in from organization leadership:

As a leader and decision maker in your organization, you make tough choices every day. You choose how to distribute and stretch resources, you set priorities for your team, and you work to improve the service that you offer. Why should you consider integrating financial empowerment into your mission and work?

Traditional safety net supports are critical, but ultimately they are not enough to help families stabilize their financial lives and advance economically. You have seen this in your work – an unstable financial situation is often the cause for needing services. In some cases, households lack enough income to meet basic needs. In others, there’s no savings account to help pay the bills when income is lost.

Financial empowerment is equipping people with financial knowledge so that they can make decisions about managing money and choosing financial products with confidence. By financially empowering just one person, you can positively impact the individual and their household.

Being financially empowered may lead to less consumer debt, improved access to credit, and more savings. Financially empowered families can manage their bills, plan for the things they want, and help build a more financially secure future for themselves and their families.

Access to financial empowerment is also a matter of fairness. Middle-class and wealthy people may have the resources to turn to financial planners to get their questions answered. For the low-income people you serve who have few resources to begin with, case managers and other frontline staff or volunteers in your organization may be the only resource available to them as they struggle to make ends meet. Providing basic financial information and tools to low-income individuals and families and referring them for deeper services at the right time may have a positive impact on their financial lives.

The Consumer Financial Protection Bureau has developed the Your Money, Your Goals toolkit to help staff or volunteers have conversations about money with the people they serve and provide them with practical information and tools they can use as part of their work. Applying a single concept or tip from Your

Money, Your Goals may significantly alter the financial landscape for a struggling consumer. This may be helpful, whether they meet with them once or over a period of months.

For example, helping people understand their credit reports and scores may ensure they have more opportunities for employment and access to lower-cost financial products. Helping people reduce their debt may ensure the entire family is more secure. Helping individuals evaluate their financial services may save them hundreds of dollars each year. Helping families manage their cash flow may keep them from losing necessary services such as utilities and important assets (such as their car, apartment, or home) due to nonpayment.

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Tool 4:

Training planning tool

Use this tool to make sure you cover all of the bases as you plan your *Your Money, Your Goals* training for case managers.

✓ when complete	Task	Planning notes
	Describe organizational staff or volunteers to be trained.	Which financial topics do they need to learn so they have the knowledge, skills, and confidence necessary to use <i>Your Money, Your Goals</i> with clients?
	Who are the people they will be serving? Which programs do the people served participate in?	
	List three to five results you want to achieve with the training.	1. 2. 3. 4. 5.

	<p>Explain how <i>Your Money, Your Goals</i> will be integrated organizationally.</p> <p><i>NOTE: Use Tool 1: Finding opportunities to introduce financial empowerment.</i></p>	
	<p>How much total training time will you have with staff or volunteers?</p>	<p><input type="checkbox"/> 1 hour</p> <p><input type="checkbox"/> 2 hours</p> <p><input type="checkbox"/> 3 hours</p> <p><input type="checkbox"/> 4 hours</p> <p><input type="checkbox"/> 5 hours</p> <p><input type="checkbox"/> 6 hours</p> <p><input type="checkbox"/> 7 hours</p> <p><input type="checkbox"/> 8 or more hours</p>
	<p>How will the training be delivered?</p>	<p><input type="checkbox"/> At one time</p> <p><input type="checkbox"/> Over two sessions</p> <p><input type="checkbox"/> Over more than two sessions</p>
	<p>Secure a training location.</p>	

	<p>Read through the toolkit. Rank the content modules from most important to least important based on the needs of your target audience, the people they serve, and your desired results for the training.⁷</p> <p><i>NOTE: Ranking is only important if you know you will not have a full 8-hour time block to train staff.</i></p>	<ul style="list-style-type: none"> ___ Setting Goals and planning for large purchases ___ Saving for Emergencies, the Unexpected, and Goals ___ Tracking and managing Income and Benefits ___ Paying Bills and Other Expenses ___ Getting through the month ___ Dealing with Debt ___ Understanding Credit Reports and Scores ___ Money services, cards, accounts, and loans: finding what works for you ___ Protecting your money
	<p>Identify a financial empowerment trainer.</p> <p>In your conversations with trainers, make sure that you:</p> <ul style="list-style-type: none"> ▪ Provide information about the target audience. ▪ Share your analysis of <i>Tool 1: Finding opportunities to introduce financial empowerment.</i> ▪ Explain training time constraints. ▪ Describe priority modules. ▪ List expectations for the trainer including that they do a detailed reading of the toolkit to learn its contents. 	

⁷ Note that module titles reflect those included in the toolkits that have been released for Community Volunteers and for Legal Aid and Worker Organizations. An update to the Social Services toolkit available at www.consumerfinance.gov will be released in late 2015.

	<p>Customize the training using the <i>Your Money, Your Goals</i> training slides. There will probably be more slides and interactive exercises than you have time to use. Choose material that best meets your training objectives. Note that some exercises have worksheets that need to be copied for use in small and large groups.</p> <p>The trainer should add notes, stories, and examples based on her own experience or what would be most relevant to the case managers and other frontline staff being trained.</p> <p>See http://www.consumerfinance.gov/your-money-your-goals. When you open this PowerPoint file, look for the trainer notes in the Notes Pane beneath the slide. There is also an option for printing the slides so that the speaker notes are visible.</p>	
	<p>Secure commitments from executive- or supervisory-level staff in organizations sending case managers or other frontline nonprofit staff to training. Engage the staff or volunteer coordinator if you are planning to train volunteers.</p>	<p>List those from whom you have commitments:</p>
	<p>Develop invitations to the training. Invitations should include logistical information.</p>	

	<p>Order training supplies and develop training props.</p> <p><i>See the trainer notes for Slide 1 of the Your Money, Your Goals training slides.</i></p> <p>Set up the training room to provide for interactive participation. It is ideal to have round tables or to configure tables and seats to accommodate smaller groups of up to 8 participants. Include flip charts, markers, an LCD projector, microphone, if needed.</p>	
	<p>Other:</p>	
	<p>Other:</p>	

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This Tool may ask you to provide sensitive personal and financial information. The CFPB does not collect any information from you or the organization using this Tool. The CFPB is not responsible and has no control over how others may use the information that you provide to them about your personal or financial situation. The CFPB recommends that you do not include names or account numbers and that users follow their organization’s policies regarding retention, storage, and disposal of documents that contain personal information.