



# introducing Biz Kid\$



Biz Kid\$ is a national financial education initiative based on an Emmy Award-winning public television series about kids, money, and business. The series includes 65 episodes to date and reaches one million viewers per episode. Using a clever blend of entertainment and education, each Biz Kid\$ episode shows kids how to make and manage money by introducing concepts of financial literacy and entrepreneurship. To keep young

viewers engaged, the series includes a fast-paced mix of direct education delivered by young actors, sketch comedies, animation, and stories featuring real life young entrepreneurs. The show is complemented by a resource rich website, lesson plans, outreach activities, and a monthly electronic newsletter.

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# O purpose of community outreach toolkit

The following kit is to assist your organization in setting up an interesting and interactive table or booth to introduce Biz Kid\$ to your community. The kit can be used at school events, community fairs, festivals, event displays, conferences, or open houses.

# community partnerships

Biz Kid\$ lends itself to community partnerships and outreach. When planning a booth or display for an event, consider inviting community partners to co-sponsor and share their resources around financial literacy and education. This will allow you to extend the reach of the Biz Kid\$ series and design additional ways to partner around community outreach.

The Biz Kid\$ series is funded by a coalition of America's Credit Unions. Credit unions are natural partners for conducting outreach. They are devoted to providing financial education to their members and communities, as not-for-profit institutions. You can find credit union partners locally or regionally. Search the following directory by region to locate potential partners:

National Credit Union Administration: http://www.ncua.gov/indexdata.html

If you are part of a credit union or another organization, please contact your local public broadcasting station. If the series is broadcast they may also provide outreach, education and training around the series. You can search for your local public television station by zip code at: http://www.pbs.org/stationfinder/stationfinder\_relocalize.html

#### other potential partnerships

- Financial Education Organizations (Investment Associations, Chambers of Commerce, etc.)
- Volunteer & Service Organizations (Rotary, Lions, etc.)
- Schools and Educational Organizations (PTA, 4-H, etc.)
- Teacher Organizations (Teacher Unions, School Districts, etc.)

## sample activities for a booth

#### computer game: "Dollar-A-Glass"



If you have space at your booth, a computer and a reliable Internet connection, the Dollar-A-Glass Game from the Biz Kid\$ website (http://www.bizkids.com) is an excellent activity. The game is an engaging example of running a lemonade stand. Through it all, a score board keeps track of costs, net, and gross profit. The more you play, the better you get. Provide the handout about the game so that this can also become an ongoing activity at home or school. Have a

high score for the day competition. Winners could win various Biz Kid\$ related prizes. It works best if you have booth space to set up a side table and chairs. This is also a great activity for the type of event where families will spend some time at your booth.

# **Biz Kid\$ mini-screening**

Bring a DVD player or VHS player, monitor and speakers for a Biz Kid\$ mini-screening. With adequate acoustics and space, you could set up a few chairs and a mini-viewing area to watch part or all of a show. Please be aware that large events in buildings with high ceilings may not have adequate acoustics to make this work. Too much ambient noise can make a true "screening" difficult. As an alternative, episodes of Biz Kid\$ can be recorded off-air onto DVDs. However, the visual appeal of the show makes it a good walk-up conversation starter.

#### raffle or giveaway

Raffles are a great way to gather names for invitations to events, contests or other Biz Kid\$ outreach opportunities in the future. A clear plastic or glass container works well to collect the entries for the raffle. Label the container with the prize and any rules. You can hold the drawing live or after the event and send the prize to the winner.

#### raffle & giveaway supplies

This kit provides sample Biz Kid\$ entry forms for kids at a family event, or for teachers at an educational event. Two sample spreadsheets are provided to match the entry forms and assist in tallying collected data. See Data Reporting Tools section for additional reporting ideas.

-	Biz Kid\$ Entry Form
Name: Address:	
# of children you	J will shane a:
# of children you Phone #:	J will share Biz Kid\$ with
	J will share <b>Biz Kid\$</b> with
# of children you Phone #: mail: Add me to you	

## forms, signs, & spreadsheets

Click on the links below to be directed to the appropriate PDF's.

#### **Biz Kid\$ Teacher Entry Forms:**

http://wxxi.org/tv/bizkids/BizKid\$\_teacher\_drawing\_slips.pdf

#### **Biz Kid\$ Family/General Public Entry Forms:**

http://wxxi.org/tv/bizkids/BizKid\$\_drawing\_slips.pdf

#### **Raffle Sign Sample:**

http://wxxi.org/tv/bizkids/raffle\_sign.doc

#### Biz Kid\$ Teacher Raffle Entry Reporting Spreadsheet:

http://wxxi.org/tv/bizkids/educator\_data\_report.xls

#### Biz Kid\$ Family/General Public Entry Reporting Spreadsheet:

http://wxxi.org/tv/bizkids/data\_report.xls



#### raffle prize ideas

#### \$100 savings account certificate

Redeem this certificate at your partner credit union. This is nice sponsorship opportunity for a local credit union.

#### **Biz Kid\$-branded items**

Biz Kid\$ bag, Biz Kid\$ T-Shirt, Biz Kid\$ Wallet, or Biz Kid\$ Cash box. Items may be purchased at http://store.bizkids.com

#### Books

Financial Literacy and Financial Education books for families, kids or teachers.

#### estimation game/drawing

A variation on the raffle activity is to fill a clear jar with coins, candy coins, or other item and ask kids to estimate how many are in the jar. The winner with the closest guess wins the contents of the jar or a designated prize. If there is more than one correct winner then a drawing is held to randomly select the winner or you can provide multiple prizes. Have kids put their guess on an entry form and drop it in a container. Winning prizes can be mailed to the winner. This gives the booth staff time to sort through the entries to find the winner(s).

# 🔘 giveaways

Giveaways are a great way to make Biz Kid\$ memorable after the event. You can collect contact information or feedback in exchange for the giveaways. Great giveaways include:

o Biz Kid\$ Temporary Tattoos
o Biz Kid\$ Pencils
o Biz Kid\$ Frisbees
o Biz Kid\$ Wallets
o Biz Kid\$ Bags
o Biz Kid\$ T-shirts
o Biz Kid\$ Business Card Holders
o Biz Kid\$ Magnets
o Biz Kid\$ Cash Box/Safe

Several items are available directly at the Biz Kid\$ Store at: http://store.bizkids.com





# 🗿 testimonials

Another option is to obtain testimonials from Biz Kid\$ viewers, either in writing or on video. Make sure to get written permission to use the quotes.

Hang up poster paper with prompts such as:

- o After watching Biz Kid\$, I learned....
- o After watching Biz Kid\$, I thought....

o After watching Biz Kid\$, I got an idea for a business...

o After watching Biz Kid\$ together, our family had a great discussion about...

#### video testimonials

Collect user generated videos made by the public about Biz Kid\$, and post the best ones on your organization website, or YouTube. Don't forget to provide the web address as part of the submission.

#### submit your Biz Kid\$ story idea

If you have a computer and Internet connection at your table or booth, invite kids to submit their Biz Kid\$ story idea. Go to http://www.bizkids.com and submit stories about business or community service projects.







A Biz Kid\$ contest can involve the community in developing entrepreneurial skills in area youth, and recognize youth for their efforts.

- 1. Identify partners and roles for them:
- Underwriters
- Prize sponsors
- Marketers: Providing promotion & locations for application pick-up
- Judges of contest applications
- Speakers to go into schools and educational organizations to talk about business and introduce the contest to youth.
- Create video profiles of business people talking about how they got into business and to tune into Biz Kid\$ and enter the contest.

#### 2. Select categories for the contest:

What ages and age groupings will you have? (For example ages 6-8, 9-12, 13-15, 16-18) What will be the categories of the contest? Choose a limited number of categories in order to keep the rules and communication simple. Some categories to consider are:

- Youth who already have a business
- Youth who are planning a business
- Youth who have conducted a community service project
- Youth who are planning a community service project
- Business poster contest for real or planned businesses
- Best business pitch to a group of judges (community business people, teachers or mentors)

#### recognition & parental sign-off

Remember safety and privacy issues for kids when recognizing winners. First name, last initial and no specific location information is recommended for online or on-air recognition. Get parental consent on your contest form to allow recognition.

Some potential forms of recognition include:

- Online recognition on station Biz Kid\$ site
- In print recognition in station and partner publications
- Press release to local papers or niche publications
- Certificates
- Submit actual businesses to national Biz Kid\$ series for consideration.
- On-air spots: These can be used for public TV stations as tune-in spots for Biz Kid\$

#### Timeline:

- Decide how long the contest will be. (a month, two months, a quarter)
- Determine if prizes will be given all at once or if you will honor a winner weekly.
- Recognize different "winners" each week to get more response to the contest and more on-air attention.
- If you are not sure of the levels of participation, set a single deadline. You can always provide ongoing recognition as you announce winners.

#### market your contest & results

o Announce on event calendars

o Use e-newsletters, websites, and advertisements in publications of all partners

o Use press releases and on-air spots to announce contest and showcase results

o If successful, consider making the contest an annual event and community outreach.

See an example of the results website for a Biz Kid\$ contest run by public TV station KLRN in San Antonio, TX.

www.klrn.org/bizkids

# contest forms, rules, and releases

Click on the following links to be directed to downloadable forms.

• Contest Entry Forms & Release:

• Planning My Business Handout:

- Press Release Sample:
- http://wxxi.org/tv/bizkids/entryformrelease.doc http://wxxi.org/tv/bizkids/bizcontestpr.doc http://wxxi.org/tv/bizkids/PlanningMyBusiness.pdf
- Young Biz Owners Contest:
- Biz Planning Contest:
- Biz [Marketing] Poster Contest:

http://wxxi.org/tv/bizkids/bizcontestflyertext.doc http://wxxi.org/tv/bizkids/bizplanningflyertext.doc http://wxxi.org/tv/bizkids/bizposterflyertext.doc





# 🔘 take home activities

Take home activities are ideal for an audience that is interested in Biz Kid\$ but has limited time at the booth. Instead of doing an activity at the booth, you give them a take away activity that they can use elsewhere.

#### planning my business handout

The guide is a step-by-step guide to issues you need to think about at length when planning a business. It helps young entrepreneurs understand the many aspects of running a business.

Planning My Business handout: http://wxxi.org/tv/bizkids/PlanningMyBusiness.pdf

#### make your own resume

The resume kit is a questionnaire designed for students to help them assess the skills they already have and to think about skills they might develop. The handout includes a sample resume to give youth a model resume.

Make Your Own Resume Handout: http://wxxi.org/tv/bizkids/MakeResumeExample.pdf

#### business cards

You will need to provide a computer, a desktop printer, and business cards that will work with your printer. You can also pre-print Biz Kid\$ business cards and let the kids fill them in by hand.

Biz Kid\$ Write-on Biz Cards: (Work best with Avery Labels #8371) Microsoft Word Document: http://wxxi.org/tv/bizkids/writeoncards.doc PDF: http://wxxi.org/tv/bizkids/writeoncards.pdf

Biz Cards: Microsoft Word Template 1: http://wxxi.org/tv/bizkids/bizcard1.doc Microsoft Word Template 2: http://wxxi.org/tv/bizkids/bizcard2.doc

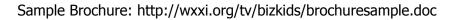
#### marketing poster

The sample lemonade stand poster gives kids suggestions about issues to think about in marketing a product and draft ideas about what they would put on their own print poster.

Brainstorm a Marketing Poster: http://wxxi.org/tv/bizkids/bizmarketingposter.pdf

#### sample brochure

The sample brochure in the Biz Center model will allow kids to type up their own information in draft and print their brochure. Other options are to let them hand write their ideas about what they would put in a brochure. They can also take the brochure as a sample to get ideas for creating their own brochure.



# summary report of booth event

Collecting data and reporting on the success of the event will help with planning for the next time. Below is a sample summary that event staff can help complete.

How many people did you speak to?

What was the overall attendance at the event?

How many people showed interest by taking materials?

How many people gave self-reported data? (survey or raffle entry)

How many kids did you reach through the adults you spoke to?

What handouts did you provide?

What activities or take away activities did you provide?

Will you have future contact with the people you spoke with? (i.e. Invite them to a Biz Kid\$ event, add them to your email list if they opted in, accept submissions for your Biz Kid\$ contest).

#### booth staffer impressions

Does the booth staff have any interesting anecdotes or quotes from people they spoke to?

What worked well?

What did not work?

What would you do differently next time?



# 🗿 customizable handouts & displays



#### **Biz Kid\$ banners:**

Banners for your table or booth can printed from the first two links below.

The Biz Kid\$ booth sign reads *Teaching Kids About Money and Business: The financial literacy & entrepreneurial series from the producers of "Bill Nye"*. It describes the program and works well hung behind the table or on the wall nearby or within the booth. Two versions are available. The first is on a white background and the second is on a green background. Banners are provided as high resolution PDF files, and can be commercially printed. Print the banners as provided, or customize them to add sponsors or logos related to the event.

NOTE: If native graphic files are needed for highest resolution/reproduction quality, please e-mail bizkids@wxxi.org with your request.

- Banner: http://wxxi.org/tv/bizkids/BizKidsBANNERcircles.pdf
- Logo Banner: http://wxxi.org/tv/bizkids/BizKidsBANNER\_Logo.pdf
- Booth Sign on Green Background:

http://wxxi.org/tv/bizkids/BoothSignGreen.pdf

- Booth Sign on White Background:
- http://wxxi.org/tv/bizkids/BoothSignWhite.pdf
- ColorLogo Hi-Res: http://wxxi.org/tv/bizkids/BizKids-PMScolorLOGO.eps
- Color Logo: http://wxxi.org/tv/bizkids/ColorLogo.jpg
- Black & White Logo: http://wxxi.org/tv/bizkids/BlackLogo.jpg
- Fun on TV web block: http://wxxi.org/tv/bizkids/funonTV.jpg

#### **Other Printables:**

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o Customizable Promotional Card:

	http://wxxi.org/tv/bizkids/promocard.pdf
Customizable Flyer:	http://wxxi.org/tv/bizkids/flyer.pdf

- o Financial Fact Posters: http://wxxi.org/tv/bizkids/financialfactposters.pdf
- o Episode Descriptions: http://wxxi.org/tv/bizkids/episodes.pdf
- o Let's Go Brochure: http://wxxi.org/tv/bizkids/letsgobrochure.pdf
- o Teacher Materials & Kid-Friendly Resources Brochure:

http://wxxi.org/tv/bizkids/BIZKID\$Brochure.pdf



# 🗿 example booth



# 🗿 other Biz Kid\$ materials available

American Public Television: APTonline.org: Go to: http://aptonline.org

Customizable promotional materials are available for public broadcasting stations at www.APTonline.org. You will find photos, logos, press releases, promos, outreach ideas, tune-in postcard, flyers, posters, fact sheets, descriptions, etc.

Biz Kid\$: http://www.aptonline.org/catalog.nsf/bpt/0F79C37A08F52AC78525736700753949?OpenDocument

Biz Kid\$ (2) http://www.aptonline.org/catalog.nsf/bpt/889463D496D6B5CD852574F3006501E6?OpenDocument

Promos: www.aptonline.org/aptweb.nsf/ProgramsDisplay?ReadForm&Flag=PromoResults&PromoSearchText=biz+kids

National Center for Media Engagement Pipeline: You will find descriptions of the series and outreach resources and plans. http://mediaengage.org/pipeline/pipeline listing.cfm?pipeid=125401

National Credit Union Foundation Biz Kid\$ site: This is a great site for credit unions and their partners to use in conducting marketing and outreach around the Biz Kid\$ series.

For the latest articles and marketing pieces go to: http://www.ncuf.coop/home/programs/bizkids/bizkids.aspx





# thanks for sharing Biz Kid\$ with your community!



Biz Kid\$: www.bizkids.com





