



# SHOW ME THE MONEY DAY

MICHIGAN

## Show Me the Money Day Toolkit

2013-2014 Update

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CEDAM

[www.ShowMeTheMoneyDay.org](http://www.ShowMeTheMoneyDay.org)

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## ***What is Show Me the Money Day?***

Show Me the Money Day is a statewide event in Michigan coordinated by the Community Economic Development Association of Michigan (CEDAM) that kicks off tax season and promotes access to free financial resources, affordable financial products and services, and financial education classes. Products, programs and services promoted at local Show Me the Money Day events include financial services and products, community-based programs and services, public benefits, post-secondary education and training, and other opportunities to build financial security available in communities. Show Me the Money Day events also provides outreach on free tax assistance services and low income tax credits and access to a broad array of affordable financial products and services, financial education, and other community-based resources. The event begins with a press conference at the Michigan State Capitol near the end of January and continues statewide with local Show Me the Money Day events held throughout the month of January and early February.

Local Show Me the Money Day events include:

- Resource Fair (Vendor Café)
  - Financial institutions
  - Community-based organizations
  - Educational institutions
  - Service agencies
- Free Financial Education Classes
  - Budgeting
  - Credit management
  - Identity theft protection
  - Couponing
  - Homeownership
- Free Tax Preparation (or appointment sign-up)
- Prize Contests
- Children's Activities

To learn more, visit [www.ShowMeTheMoneyDay.org](http://www.ShowMeTheMoneyDay.org). Check the website for updates that may occur after publication of this document.

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# History

## 2011 Pilot

The first Show Me the Money Day events were held in the communities of Flint and Lansing, Michigan, on January 29, 2011. Both events serve as models for future events, though the two events were each structured somewhat differently.

In Flint, the event was planned by a committee consisting of the chair of the Genesee County Free Tax Assistance and Financial Services Coalition, employees of local community-based organizations and housing agencies, representatives from a local credit union, representatives from the local community college, CRA bank representatives, and a CEDAM staff person. Free marketing opportunities on a community billboard and a screen shot on the local news, as well as event flyers and posters placed at locations throughout the community were used to market Show Me the Money Day Flint. The event began with a press conference where participants were addressed by Flint Mayor Dayne Walling, two state representatives, and a representative from the IRS. The Flint event did not offer free tax preparation on site, but promoted free tax preparation services as one of many community resources represented in a Vendor Café. Throughout the day, the Flint event offered participants free financial education classes and held prize drawings for participants.

The Lansing event was largely planned by the Asset Independence Coalition (AIC) and a CEDAM staff person. Reduced air time fees allowed AIC to promote the Lansing event on the local news channel with commercials and the group also used flyers placed at various community locations to promote the event. Show Me the Money Day Lansing offered participants free tax preparation onsite, free financial education classes, a vendor Café for community-based organizations and financial institutions, and prize drawings all day. Results of the Lansing event showed that offering free tax preparation is a good hook to draw participants to the event, but it is hard to encourage people to leave the line for tax prep to attend classes or the Vendor Café. Instead, events that offer free tax preparation should incorporate strategies to get people waiting for free tax prep to make use of the other offerings at the event, like having the waiting room for taxes in the same room where financial education classes are held. In 2012, Lansing decided not to offer tax preparation for this reason, but plans to explore bringing the service back to the event in a few years, as the event grows.

## 2012 Events

In 2012, Show Me the Money Day was held on Saturday, January 28, and expanded to include local events in Battle Creek, Saginaw, Traverse City and Wayne County, in addition to second annual events held in Flint and Lansing. A press conference was held Friday, January 27, in Lansing with participation from CEDAM, the Michigan League for Human Services, Central Michigan 2-1-1, and two clients from Lansing's VITA program. All events successfully reached local residents with free financial education and resources provided by vendors from diverse community-based organizations, financial institutions, education institutions, services agencies and more. Over 250 people across Michigan attended Show Me the Money Day events in 2012.

### *2012 Event Recap*

**Battle Creek:** featured opening remarks from State Representative Kate Segal and offered free income tax preparation and free financial classes including *Budgeting Basics*, *Building or Rebuilding Your Credit*, *Avoid Financial Predators*, *Find Money to Start a Savings Account*, *Prepare to Own Your Own Home*, *Plan How to Use Your Tax Refund*, and *Couponing by Storm*. Held at the Battle Creek YMCA.

**Flint:** featured opening remarks from State Representative Jim Ananich, Mayor Dayne Walling, and Luis Garcia from the Internal Revenue Service. Participants could attend the free classes, *Budgeting*, *Credit and Homeownership*. Held at the Courtland Center Mall.

**Lansing:** featured opening remarks from City of Lansing Treasurer Antonia Kraus and Ingham County Treasurer Eric Schertzing with free financial classes including *Get Smart About Credit*, *Education Tax Credits: Get Money Back for School*, *Homeownership Done Right*, *Facing Foreclosure? We Can Help*, *Foundations of Money Management*, *Extreme Couponing*, and *What Does It Take to be an Entrepreneur?* Held at the Downtown Lansing Capital Area District Library. Also offered onsite enrollment in Save to Win Accounts with CASE Credit Union and onsite enrollment in Foundations Second Chance Checking Accounts with PNC Bank.

**Saginaw:** featured opening remarks from State Representative Stacy Erwin Oakes and Luis Garcia from the Internal Revenue Service. Participants were able to attend the free financial classes *Homeownership Panel*, *Repairing Your Credit*, and *Finding Hidden Cash*. Held at the Saginaw First Congregational Church.

**Traverse City:** participants were offered free tax assistance onsite and free financial classes, including *Tax Refund...Now What?*, *Smart Financial Cents*, *Show Me the Money with IDAs*, *Homelessness to Homeownership*, and *Budgeting & Your Credit*. Held at the Traverse Bay Intermediate School District, Career-Tech Center.

**Wayne County:** participants were able to get their taxes done for free, sign-up for prepaid cards onsite, and attend the financial classes, *Pay Yourself First* and *Keep Your Credit in Check*. Held at Wayne County Community College District – Downriver Campus.

## 2013 Events

Nine communities held Show Me the Money Day events in 2013, with Coldwater, Grand Rapids and Muskegon joining as first year host communities. Each local event coordinated financial education classes, ranging from topics such as credit repair, budgeting and homeownership. In addition, in 2013 the Michigan State House of Representatives passed a resolution declaring Friday, January 26, 2013, as Show Me the Money Day, as introduced by State Representative Jim Ananich. Over 300 people across Michigan attended Show Me the Money Day local events in 2013.

### 2013 Event Recap

**Battle Creek:** participants were able to receive free income tax preparation, free financial classes, table top presentations by area organizations, food and prizes. Held at MI Works! Service Center.

**Coldwater:** featured free income tax preparation, table top presentations by area organizations including Chemical Bank and United Educational Credit Union, as well as food and prizes. Held at Community Action Offices.

**Flint:** participants were able to enter a raffle for a free Apple iPad, gift cards and more! Free financial classes were held on how to get credit smart, budget savvy, how to apply for money for homeownership (up to \$25,000) and home improvement grants (up to \$28,000) and how to buy a Land Bank home. Held at Courtland Center Mall.

**Grand Rapids:** featured a free financial resource fair, prize raffles, free seminars on homeownership, Friend of the Court, FAFSA, budgeting, credit repair, identity theft protection, insurance and auto financing. Held at Oakdale Church.

**Lansing:** featured free financial classes, opportunities to learn about financial services and homeownership services in your community, free kids' activities and the opportunity to sign up for free tax assistance. Held at South Washington Office Complex (SWOC).

**Muskegon:** featured a financial resource fair, food, prizes, the opportunity to self-file your taxes for free online or to sign-up for free income tax preparation assistance and free financial classes, including: *Manage Your Money*, *Own Your Home*, *Get Credit Smart*, and *Afford College*. There was a Grand Prize drawing for an Android Wireless Tablet and Free Subscription to Hello Wallet. Held at Muskegon Community Education Center.

**Saginaw:** featured a vendor café and free financial classes, including: *Debit vs. Credit, Hidden Cash, Credit Reports, Budgeting, Michigan Coupon Club* and *Purchasing a Home*. Held at First Congregational Church.

**Traverse City:** featured free tax preparation services and was part of a larger Super Saturday event that included speakers and classes on financial education, individual development accounts, food access and benefit access. Held at the Traverse Bay Area Intermediate School District Career-Tech Center.

**Wayne County:** featured free tax preparation services, free self-tax preparation, free financial classes and the opportunity to talk one-on-one with a personal financial coach. Held at Wayne County Community College District Downriver Campus.

#### *Event Contacts*

If you live in a community where there is already a Show Me the Money Day event, you can get involved by contacting the event coordinator listed below:

**Battle Creek** – Courtney Ziny, Community Action Agency of South Central Michigan, [courtneyz@caascm.org](mailto:courtneyz@caascm.org), 269-441-1378

**Coldwater** – Courtney Ziny, Community Action Agency of South Central Michigan, [courtneyz@caascm.org](mailto:courtneyz@caascm.org), 269-441-1378

**Flint** – Chennelle Dismond, Metro Community Development, [cdismond@flint.org](mailto:cdismond@flint.org), 810-767-4622 ext. 33

**Grand Rapids** – Brenda Brame, Heart of West Michigan United Way, [bbrame@hwmuw.org](mailto:bbrame@hwmuw.org), 616-752-8647

**Lansing** – Tiffany Lemieux-McKissic, Asset Independence Coalition, [tiffany@aicmidmichigan.org](mailto:tiffany@aicmidmichigan.org), 517-256-1466

**Muskegon** – Jane Drake, Goodwill of West Michigan, [jdrake@goodwillwm.org](mailto:jdrake@goodwillwm.org), 231-722-7871

**Saginaw** – Marsha Cooley, United Way of Saginaw County, [mcooley@unitedwaysaginaw.org](mailto:mcooley@unitedwaysaginaw.org), 989-755-0505 ext. 2013

**Traverse City** – Karen Emerson, Northwest Michigan Community Action Agency, 231-947-3780

**Wayne County** – Miryam Lulion, Wayne Metro Community Action Agency, [mlulion@waynemetro.org](mailto:mlulion@waynemetro.org), 734-284-6999

## Event Planning

To effectively plan a Show Me the Money Day event, a diverse planning committee should be convened, engaging various stakeholders, including free tax assistance providers and other community-based organizations, service agencies, educational institutions, local government/elected officials and financial institutions. Bringing numerous stakeholders to the table allows the planning committee to divide responsibility among the group members and to draw upon a significant amount of resources for monetary and in-kind support for the event. It is important for the planning committee to seek funding to support a small budget.

The planning committee should devote time and resources to plan for:

- **Funding** – at least a minimal amount of funding is necessary for a Show Me the Money Day event; good funding sources include financial institutions, local government and local businesses; you can also engage in-kind support (e.g. free use of a venue, donations for food, prizes and equipment, reduced costs for production of print marketing materials and commercials)
- **Marketing** – flyers, posters, TV/radio commercials, bus ads, 2-1-1, organizational ambassadors
- **Venue** – find a location that is large enough to fit your expected crowd and to cater to the various needs of what the event will offer (e.g. space for classes, Vendor Café, free tax preparation); most likely you can find a venue that will offer you the space for free or a greatly reduced price (e.g. local library, high school, etc.); wireless internet access is a plus for vendors and class instructors and a must if you will be offering e-filing for free tax preparation
- **Equipment** – vendors will each need a table, chairs and table cloth; the class instructors will likely need a screen, projector, laptop, microphone and the class area should have enough chairs for attendants; if you offer free tax preparation you will need tables and chairs for preparers and clients, laptops, internet connection, intake forms, printer, paper, etc.
- **Children’s Activities** – it is a good idea to offer special activities for children to keep them occupied while parents attend classes, have their taxes prepared, etc.
- **Classes** – free classes offer participants access to financial information on a variety of topics; it is a good idea to engage employees of financial institutions and community-based organizations that already offer financial education to teach classes
- **Resource Fair (Vendor Café)** – engaging a good number of vendors from various types of institutions ensures that participants can access a significant amount resources at the event; you should look to engage financial institutions, educational institutions, local and state agencies, community-based organizations, employers, etc.; you may be able to charge vendors a fee for their table if there is good demand for the opportunity to have a table at the event
- **Prizes** – a useful strategy to encourage attendance to the event is to offer prize drawings for participants; special drawings can incent participation in financial education classes; prizes may encourage saving or be related to financial stability (e.g. gift cards, U.S. Savings Bonds, seeded savings accounts, subscriptions to online budgeting programs, laptop, iPad)
- **Refreshments** – participants, vendors, class instructors and volunteers alike will enjoy a refreshment table; refreshments can be simple (e.g. coffee, water, juice and donuts for a morning event; water, lemonade and pizza for an afternoon event); it is likely that the planning committee can find a local restaurant or food store to provide refreshments as a donation or at a reduced cost for the event

Planning a Show Me the Money Day event takes a significant amount of time and effort on behalf of the planning committee. CEDAM recommends that planning for an event should begin in early fall (September). You can access a more extensive “Planning Worksheet” at [www.ShowMeTheMoneyDay.org/planning-resources-2](http://www.ShowMeTheMoneyDay.org/planning-resources-2).

## Resources

**CEDAM Contact:** for more information about how to plan and execute a Show Me the Money Day, please contact:

Megan Kursik  
CEDAM  
[kursik@cedam.info](mailto:kursik@cedam.info)  
517-485-3588 x1942

**Website:** to learn more about how to plan a Show Me the Money Day event, get information about this year's press conference and read about past events, go to [www.ShowMeTheMoneyDay.org](http://www.ShowMeTheMoneyDay.org).

**Graphic Design and Logos:** CEDAM provides any group in Michigan that is planning a Show Me the Money Day event with free graphic design materials. You can obtain electronic files for the template and the Show Me the Money Day logo personalized with your city or local area name by contacting CEDAM. In order to access free graphic design, local events must sign the Money Day Memorandum of Understanding and complete the Graphic Design Information Request by December 15, 2013. The MOU and request form can be found at [www.ShowMeTheMoneyDay.org](http://www.ShowMeTheMoneyDay.org).

**Marketing Materials:** A local outreach toolkit is made available on our website that contains media templates and tips about how to market your event, including Facebook/Twitter posts and a sample press release, etc. Additional materials will be made available under the Members-Only Resources.

**Members-Only Resources:** Any group hosting a Show Me the Money Day event will have the option of signing a Memorandum of Understanding and CEDAM will provide access to class ideas, curricula, presentation slides, etc. on a password-protected, members-only page on the Show Me the Money Day website. This page will allow you to share your materials with other host organizations across Michigan as well as view theirs. In addition, custom marketing materials will be found here, including a customizable quarter-page handout and multiple logo resolutions for various items.

**Technical Assistance:** In addition to providing this toolkit and marketing materials free of charge, CEDAM can provide your organization support in implementing a Show Me the Money Day through several hours (2-4) of direct technical assistance. To find out more about engaging CEDAM for support in planning a Show Me the Money Day, please contact Megan Kursik at CEDAM (contact information above).

**MEIC:** If you are a free tax assistance practitioner or you would like to work with free tax assistance advocates to advance your organization's goals or to support free tax services in your community, you should become a member of the Michigan Economic Impact Coalition (MEIC). For more information about the MEIC, visit [meic.cedam.info](http://meic.cedam.info). To receive updates on free tax assistance resources, free tax assistance efforts statewide, and to be connected with members of the MEIC coalition, join the MEIC listserv. To join the listserv, please contact Ross Yednock at CEDAM, [yednock@cedam.info](mailto:yednock@cedam.info); 517-485-3588 x1946.

