

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. For people who receive social services, the frontline staff of the non-profit and public programs that serve them are in a unique position to provide that help.

Your Money, Your Goals is a financial empowerment toolkit designed by the Consumer Financial Protection Bureau (CFPB). The toolkit helps organizations understand when and how to introduce to clients 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 their clients 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.

Financial empowerment gives people the knowledge, skills, resources, and confidence they need to make informed decisions and use money to reach their goals. The toolkit contains a collection of financial empowerment information and tools for case managers and other frontline staff¹ to apply to specific client's goals. The information and tools in *Your Money, Your Goals* are

¹ *Your Money, Your Goals* can be used by any staff member who works directly with people with low or moderate income in a wide range of organizations and on a broad range of issues.

flexible, and they can be adapted to the organization's service delivery model and its clients' needs.

If you are a manager of a social service program, a financial educator, or a board member or 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 extend to clients, to the organizations that use the toolkit, and to the larger communities they serve.

- **Clients:** The *Your Money Your Goals* toolkit, available in both English and Spanish, lays out simple and easy-to-use tools that can help clients move toward financial stability and prosperity. Financial stability, in turn, provides a basis for clients to achieve their education, 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 their clients.
- **Community:** Households that are financially stable have a positive effect on their neighborhoods, resulting in thriving communities.

Implementing *Your Money, Your Goals*

About this guide

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

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 will use this guide to plan how to integrate financial empowerment within an organization and plan the training.
- **Training slides with trainer notes.** You will use this to train the case managers and other users. 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 a recorded webinar to help trainers adapt and deliver presentations for their organizations and communities. “Live” webinars will also be scheduled when updates are released.
- 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 and 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 your clients 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 for clients.

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.

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

Add-on program	Co-location	Integration
Separate intake	Common intake	Common intake
Separate policies and procedures	Common location (can take place via an online platform)	Common policies and procedures
Separate staff, service delivery, and evaluation	May include common policies, procedures and evaluation; these could be separate	Common location Common staff
Possibly separate location	Separate staff and service delivery	Integrated service delivery

Integration is distinct and different from creating an add-on program, which generally means 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 clients 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 with clients. 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. Touch points include identifying what information and tools will be most useful to clients, which staff should be involved, and what financial empowerment information and tools will be integrated with the services staffers are already providing to clients.

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

- Builds on established relationships you may have with clients.
- Creates efficiencies for clients—they are busy and addressing financial issues with other programmatic offerings in one stop is potentially more convenient for clients.

- Represents a more holistic approach for working with clients—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 so on.
- Provides opportunities for reinforcement during “natural” discussions with clients.
- May result in better outcomes for the clients and programs.
- May enable organizations to reach hard to reach populations with unbiased financial empowerment information and tools.³

While it may prove more efficient for clients, it does, of course, take staff time to implement. The time, however, is front-loaded. To integrate financial empowerment into the case management or other supportive services you provide, you 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 the case management you provide.
- Potentially capture the benefits of financial empowerment for your clients and in 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 staff identify integration points for Your Money, Your Goals 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 with clients. This will let you know who should be trained in its content and use.

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 can strengthen that work. Trained staff may better identify clients who are to receive these additional services, lay the groundwork for the client to more fully benefit from these services, and provide them with tools that can address immediate needs .

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

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, but we offer training for your staff to train others within your organization or 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 by 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 are some examples of different options for integrating financial empowerment, based on 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. For example, counselors saw that finances affected their clients' personal relationships, and financial empowerment helped clients gain more control over important parts of their lives. Case managers working with low-income refugees used the toolkit with the regular services they provided, and helped refugees acclimate themselves to life in the United States.

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

- Two community action agencies introduced YMYG 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, and debt modules. Significantly, cases of financial abuse were uncovered during the sessions and reported in accordance with suggestions in the YMYG *Protecting consumer rights* module.
- A United Way agency used the toolkit to train staff from all of the human service agencies it funded. The toolkit was available as a resource that service agencies could integrate into their programming for clients. It also provided training to a local school district's social workers.

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 YMYG program is intended to be used flexibly and in ways that best accomplish your mission.

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.

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 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.

Other critical pre-training responsibilities include:

- **Secure executive- or supervisory-level commitments for staff being trained.** It's important to secure commitments from executive- or supervisory-level staff either within your organization or from your partner organizations. They can ensure that—following the training—case managers and other frontline staff are supported in integrating the toolkit into their day-to-day work with clients. Organizations that are searching for ways to “move the needle” on financial empowerment with clients can help ensure financial empowerment is addressed in the context of service provision by including performance expectations and measures in the employee review process.
- **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 a train-the-trainers online webinar.⁵ This training provides an overview of the toolkit, the case manager training, and the activities used to animate the information in training. During or after the trainer views the webinar, he or she should review the training slides used to train case managers. The slides 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** that will help direct the organization's clients to individuals or organization that may help them address their financial issues.

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

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—are based on the principles of adult learning. They contain detailed instructions for using exercises to make your training dynamic. Examples of types of exercises that are included are:

- Vote with your body
- Stand up/sit down
- Debate
- Scenario analysis
- Icebreaker
- Presentation
- Facilitated discussion
- Brainstorming
- Individual activity
- Large group activity
- Small group exercises
- Exercise in pairs
- Carousel
- Contest
- Scavenger hunt
- Role play
- Skit
- Tool analysis

To ensure productive training, the toolkit offers the following suggested supply list:

- Computer
- LCD projector
- Projection screen or wall
- Small table for projector and computer
- Extension cords
- Easels
- 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

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 training is as effective as possible.

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.

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 steps listed in the pre-training section. This includes knowing 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.

Expected outcomes and measurement

For financial empowerment to be effectively integrated, it needs to be integrated into program performance objectives and employee evaluations. 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 EITC on their taxes
- Use free tax prep assistance
- Have a checking account
- Have a savings account
- Utilize direct deposit

- Begin saving for a future emergency
- Begin tracking their monthly cash flow
- Begin to pay down consumer debt or have stopped acquiring consumer debt
- Follow up on referrals to community financial resources, such as credit or debt counselors
- Get a free credit report
- Take steps to repair 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.

Personal stories are important too, especially as a way to motivate case managers and other frontline staff to use *Your Money, Your Goals* with clients. Encourage your staff 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 may meet clients in many different situations. Staff may meet with clients to screen them into programs, to support them during a life transition, or to monitor their progress within a specific program. When your organization integrates financial empowerment into case management, 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.

Contact situation questions

Question	Response (circle or check)	
1. Does staff 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 clients meet their goals a part of the case management work your organization provides?	Yes	No
4. Does staff provide support to clients while they are in your program?	Yes	No
5. If yes, check the types of support provided.	<input type="checkbox"/> Listening (the client 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 clients generally facing emergencies (Ready to lose housing, transportation, job, or other basic needs)?	Yes	No
8. Is client safety and security a primary issue when meeting with clients?	Yes	No

Frequency of contact questions

Questions	Response	
9. Does staff meet with clients only one time?	Yes	No
10. Does staff meet with clients one time per year? If yes, how do you conduct this annual meeting?	Yes	No
11. Does staff meet with clients monthly? If yes, how do you conduct these monthly meetings?	Yes	No
12. Does staff meet with clients more frequently than once per month? If yes, how do you conduct these meetings?	Yes	No

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	Implications for introducing financial empowerment
<p>1. Does staff screen participants for eligibility into programs based on financial information you ask from the clients?</p>	<p>If you answered <i>yes</i> to this question, staff may want to avoid discussing the material from the modules on <i>Saving for the Unexpected, Emergencies and Goals</i> and <i>Managing Cash Flow</i> in initial meetings.</p> <p>Note: Clients could think questions about savings or cash flow will potentially impact their eligibility for programs.</p>
<p>2. Does staff monitor for continued eligibility in the program based on financial information updates?</p>	<p>If you answered <i>yes</i> to this question, staff may want to avoid discussing the material from the modules on <i>Saving for the Unexpected, Emergencies and Goals</i> and <i>Managing Cash Flow</i> in initial meetings.</p> <p>Note: Clients could think questions about savings or cash flow will potentially impact their <i>continued</i> eligibility for programs.</p>
<p>3. Is helping clients achieve their goals a part of the case management work your organization provides?</p>	<p>If you answered <i>yes</i> to this question, staff may want to start with the module on <i>Setting Goals</i>.</p>
<p>4. Does staff provide support to clients while they are in your program?</p>	<p>If you answered <i>yes</i> to this question, use the toolkit's <i>Client goal and financial situation assessment</i> to find the right topic to start working on with clients.</p>
<p>5. If yes, check the types of support provided.</p>	<p>Consider how the type(s) of support you provide now can be used as an opportunity to provide financial education to your clients.</p>
<p>6. Does staff provide assessment, monitoring, support, and other services to the same client?</p>	<p>If you answered <i>yes</i> to Question 6, make sure that you work with the client in a way that takes into account the programs they may need as they build self-sufficiency.</p>

<p>7. Are the clients generally facing emergencies (Ready to lose housing, transportation, job, or other basic needs)?</p>	<p>If you answered yes to this question, get the client stabilized before introducing financial empowerment. Staff may need to refer this client for immediate help.</p>
<p>8. Is client safety and security a primary issue when meeting with clients?</p>	<p>If you answered yes to this question, get the client stabilized before introducing financial empowerment. Staff may need to refer this client for immediate help. The YMYG material contains information that may be useful to consider in these circumstances as well.</p>

Frequency of contact questions: Key

Question	Contact type	Implications for introducing financial empowerment
<p>If Question 9 = Yes</p>	<p>One-time client contact</p>	<p>You have only one opportunity to provide financial empowerment information. Consider the following:</p> <p>Inform clients about the Earned Income Tax Credit and free tax preparation sites to help them obtain it. See the tool on <i>Increasing income through tax credits</i>.</p> <p>Inform clients about requesting their credit report and why they should consider doing it. See the module on <i>Understanding credit reports and scores</i>.</p> <p>Inform clients 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>.</p> <p>Inform clients about some of their basic rights and responsibilities. See the module on <i>Protecting consumer rights</i>.</p> <p>Read through <i>Your Money, Your Goals</i> to find other opportunities to help your clients. 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>

<p>If Question 10 = 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 clients' goals to find the right place to make a difference. If a staffer does not know a client's goals, try starting with the module on <i>Setting Goals</i> or the module on <i>Saving for the Unexpected, Emergencies, and Goals</i>.</p> <p>If the client 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 12 = Yes</p>	<p>Frequent and regular client contact</p>	<p>There are many chances to provide financial empowerment services to your clients. Consider starting with the toolkit's <i>Client Goal and Financial Situation Assessment</i>. Once you know your clients' goals and financial priorities, you can introduce the topics that will make the biggest difference for them. With the regular monthly meetings, you can also ask clients to take action steps in between meetings. For example, if they are struggling to make ends meet, you may ask them to complete the <i>Income and Expense Tracker</i>, a tool in the module on <i>Paying bills and other expenses</i>. This tool helps clients to see where their money is going.</p> <p>Consider documenting client goals and activities you complete with clients, and track their activities and progress in reaching their goals.</p>

<p>If Question 14 = Yes</p>	<p>Extensive client contact</p>	<p>There are many chances to provide financial empowerment services to your clients. Consider starting with the toolkit's <i>Client Goal and Financial Situation Assessment</i>. Once you know clients' goals and financial priorities, you can introduce the topics that will make the biggest difference for them. With the regular monthly meetings, staff can also ask clients to take action steps in between meetings. For example, if they are struggling to make ends meet, you may ask them to complete the <i>Income and Expense Tracker</i>, a tool in the module on <i>Paying bills and other expenses</i>.</p> <p>Consider documenting client goals and activities you complete with clients, and track their activities and progress in reaching their goals.</p>
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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 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 case managers and other frontline staff provide high quality, unbiased information and tools that help clients 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 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 their clients:

- 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 take action.

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 our 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; 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 may be clients' only point of access for financial empowerment services.
- Frontline staff 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 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 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 arming 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 the household they're a part of.

Being financially empowered may lead to less consumer debt, improved access to credit, and more savings. Financially empowered families can manage their bills, stay in their homes, and build a more stable future for themselves and their children.

Access to financial empowerment is also a matter of fairness. Middle-class and wealthy people may turn to financial planners to get their questions answered. For low-income people – your staff may be it! Case managers and other frontline staff in your organization may be one of the only resources available to those individuals and families struggling to make ends meet. Providing these individuals and families with the right information at the right time may make a big difference.

The Consumer Financial Protection Bureau has developed the Your Money, Your Goals toolkit to help staff have conversations about money with clients and provide them with practical information and tools they can use as part of their

work with clients. Applying a single concept or tip from YMYG 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 clients understand their credit reports and scores may ensure they have more opportunities for employment and access to lower-cost financial products. Helping clients reduce their debt may ensure the entire family is more secure. Helping families 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.

This tool is included in the Consumer Financial Protection Bureau's toolkit. The CFPB has prepared this material as a resource for the public. This material is provided for educational and information purposes only. It is not a replacement for the guidance or advice of an accountant, certified financial advisor, or otherwise qualified professional. The CFPB is not responsible for the advice or actions of the individuals or entities from which you received the CFPB educational materials. The CFPB's educational efforts are limited to the materials that the CFPB has prepared.

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 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 clients they will be providing services to? Which programs do the clients 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?</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 clients they serve, and your results for the training.</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>	<p>___ Module 6: Setting Goals</p> <p>___ Module 7: Saving for Emergencies, the Unexpected, and Goals</p> <p>___ Module 8: Managing Income and Benefits</p> <p>___ Module 9: Paying Bills and Other Expenses</p> <p>___ Module 10: Managing Cash Flow</p> <p>___ Module 11: Dealing with Debt</p> <p>___ Module 12: Understanding Credit Reports and Scores</p> <p>___ Module 13: Evaluating Financial Service Providers, Products, and Services</p> <p>___ Module 14: Protecting Consumer Rights</p>
	<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. 	

	<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 ones that best meet your training objectives. A few exercises 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.</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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