



Customized financial education materials for your members

It's a Money Thing is a full library of effective and affordable financial education content covering more than three dozen topics. Use your branded content on your website and social networks, and share it with your local schools and educators.



Annamaria Lusardi

Denit Trust Distinguished Scholar and Academic Director
Global Financial Literacy Excellence Center
George Washington University

“Targeted at 15- to 25-year-olds, It’s a Money Thing exemplifies high-quality financial education programming.”

All Access

You receive an ever-growing library of customized materials

- Animated videos
- School presentations
- Handouts
- Infographics
- Articles
- Social graphics
- Lesson plans



Our most-popular plan includes more than 45 topics and more than 450 pieces of content.

Only **\$399** USD per month

Unrestricted use* of full content library with new topics added regularly

12 Topics

Ideal for a limited budget

This plan is the most affordable option and gives credit unions with a limited budget access to a tailored pick from an incredible library of content.

Only **\$149** USD per month

Unrestricted use* of 12 topics of your choice

24 Topics

Build a well-rounded library

This plan offers great value and the ability for your credit union to deliver a robust library of content to your members and potential members.

Only **\$249** USD per month

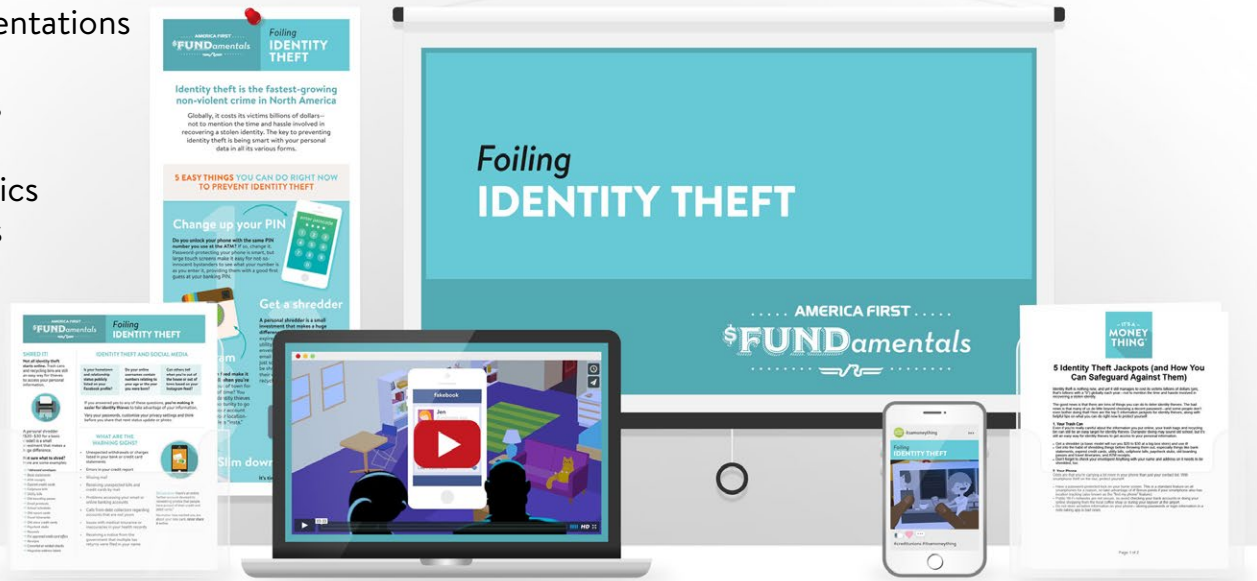
Unrestricted use* of 24 topics of your choice

*Your credit union is granted unrestricted use of all content for as long as your membership is active

White Label

Our entire content library branded exclusively for your credit union

- Animated videos
- School presentations
- Handouts
- Infographics
- Articles
- Social graphics
- Lesson plans



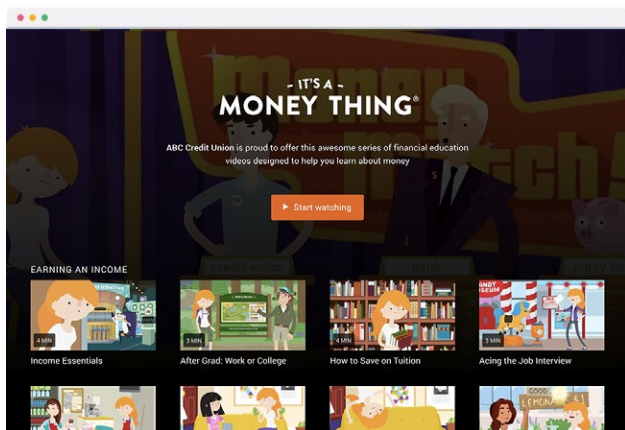
Your White Label Membership includes everything in the All Access plan customized with your own financial education program brand in place of the It's a Money Thing logo.

Only **\$599** USD per month

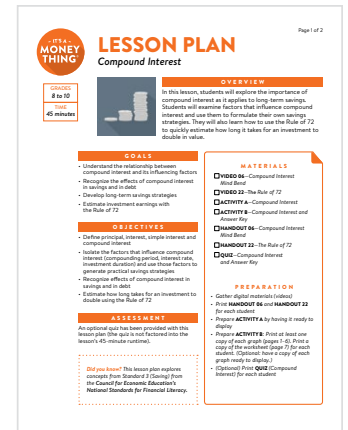
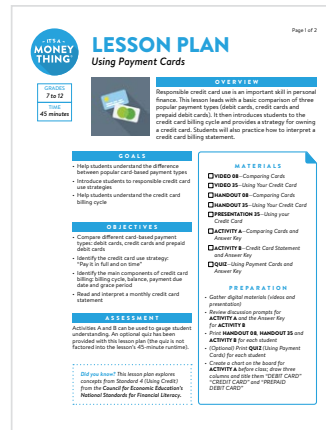
Plus a one-time \$20,000 white label customization and licensing fee
Unrestricted use* of full content library with new topics added regularly

Membership benefits

We include video hosting, a customized video channel and lesson plans



All plans include online video hosting and a customized video channel



All plans come with multiple lesson plans

Our topics

Our topic mix covers the key areas outlined in the National Standards for Financial Literacy

EARNING AN INCOME



Income Essentials
After Grad: Work or College?
How to Save On Tuition
Acing the Job Interview
Let's Talk Taxes
Common Money Beliefs
Earning Money Online
★ Working Remotely - **MAY '21**
Writing a Business Plan
★ Navigating Loss of Income - **MAR '21**

BUYING GOODS & SERVICES



Know Your Checking Account
● Budgeting Basics
● Building a Budget
Good vs. Bad Spending
Living On Your Own
Buying a Used Car
How to Save on Groceries
Paying for Pets

SAVING



Understanding Inflation
Pay Yourself First
Emergency Fund Boot Camp
Avoiding Lifestyle Creep
★ Saving with New Skills - **JUL '21**

USING CREDIT



● Breakdown of a Credit Score
Boost Your Credit Score
Comparing Cards
● Using Your Credit Card

BORROWING



● Loan Basics
Student Loans 101
Leasing vs. Buying a New Car
Predatory Lending
Owning vs. Renting a Home
Demystifying Mortgages
● Strategies for Debt Repayment

FINANCIAL INVESTING



Saving for Retirement
Compound Interest Mind Bend
Investment Vehicles
Rule of 72
Trends in the Stock Market

PROTECTING & INSURING



Foiling Identity Theft
How To Spot Scams
Intro to Insurance
Organizing Your Finances

CREDIT UNION ADVANTAGE



Choosing Your Financial Institution
Growing Your Money Locally
Credit Union Myths
The 7 Co-operative Principles

WEBINAR PACKS



★ COVID & Your Finances - **JAN '21**

IT'S A MONEY THING JUNIOR



Making Money
Spending Money
Saving Money
Borrowing Money
★ Giving Money - **SEP '21**
★ Growing Money - **NOV '21**

LESSON PLANS



Understanding Credit Scores
Using Payment Cards
Exploring Money Beliefs
Protecting Yourself Online
Paying for School
Compound Interest
Debt Repayment
Building a Budget
★ Making Money - **SPRING '21**
★ Spending Money - **SUMMER '21**
★ Saving Money - **FALL '21**
★ Borrowing Money - **WINTER '21**

★ **NEW FOR 2021**

● **INCLUDED IN NEW SPANISH BUNDLE**

Kid-friendly content packs

A new miniseries designed to encourage kids to start thinking about money



Included with the All Access plan

These topics can be selected as part of the 12 Topics and 24 Topics plans

We've tailored our Content Packs to better suit the elementary school crowd.

- **Fresh (Cartoon) Faces:** Junior the Turtle returns and is joined by four new friends: Sam, Amy, Roy and Erin. Together, they work through playground versions of familiar financial challenges.
- **Colorable Comics:** These take the place of Infographics within It's a Money Thing Junior Packs. Comics either summarize the video episode or expand on one of its concepts.
- **Revamped Articles:** Kid-friendly, illustrated Articles are written at a 4th to 5th grade reading level and include a set of comprehension questions.



JUNIOR SERIES

- Making Money
- Saving Money
- Spending Money
- Borrowing Money

INCLUDES

- Animated videos
- School presentations
- Comic strips
- Activity sheets
- Illustrated articles
- Social graphics





Victoria Mannoia
Director of Creative
Development & Communication
America's Christian Credit Union

**"It's a Money
Thing videos are a
huge traffic driver for
our website."**

**"Having pre-
built presentations
frees up time to
visit more schools
and impact more
students."**



Josh Franzen
Senior Community & Business
Development Representative
InTouch Credit Union

**"It's a Money
Thing is so well
worth it—we feel like
we struck gold!"**

**"Our growth
in the Millennial
demographic
rose 77%
in one year!"**



Amy Davis
Chief Marketing Officer
Red Canoe Credit Union



Melissa Jungers
Content Development Associate
Dupaco Community Credit Union

**"The content packs
are extremely valuable—they
allow us to share different
formats in different
channels."**

Wellesley Sommerfeldt
VP, Integrated Marketing
Schools First Federal Credit Union



ORDER NOW
bit.ly/money-thing

CURRENCY

FINANCIAL EDUCATION EXPERTS

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