

Keeping Up with the Joneses **“Joneses” Contributor Expectations**

mpowered is seeking individuals and families willing to share their experiences with personal financial coaching as part of a 2014 awareness campaign entitled “*Keeping Up with the Joneses: An honest look inside the American family.*” This exciting new campaign will help spread the word about mpowered’s services, and help change the conversation around money management and financial education in Colorado.

Participants will be asked enroll in financial coaching through mpowered, and to share their experience setting, working toward and achieving personal goals through a variety of awareness raising activities. In return, mpowered will offer free monthly financial coaching sessions, media training, and support. Participants may or may not already be enrolled in a financial coaching program. This is a one-year commitment (Jan. - Dec. 2014), and participants must commit to working with one of mpowered’s financial coaches throughout 2014. Participants must also commit to work with mpowered’s PR and marketing team to develop content as requested. Estimated 2-3 hour commitment per month. Benefits include free access to mpowered’s experts and resources, free FICO credit scores and credit report analysis, and participation in community events and activities throughout 2014.

What is Keeping Up with the Joneses?

Keeping Up is driven by Colorado-based nonprofit mpowered, and supported by community partners. It is designed to encourage people to think, act, and feel differently about their money by revealing honest facts, tools and answers to common financial questions. *Keeping Up* reminds us all money is a subject that should be discussed, so we aren’t just keeping up for today, but getting ahead for tomorrow.

Each month, *Keeping Up* will have a different editorial focus. Topics may include Love & Money, savings, tax planning, teaching your kids about money, planning for college, etc. The campaign will be promoted at key times throughout 2014 via traditional advertising, nontraditional events/campaigns, public relations, and social media.

www.KeepingUpCo.org

Keeping Up Goals:

- To start a public conversation around money management and financial education in Colorado.
- To remove the shame and stigma people feel surrounding their finances by showing what an average American family is doing and thinking.
- To share relatable, first-hand experiences from Colorado families who are participating in financial coaching with others.

Commitment Details:

- Work with a financial coach from Jan. – Dec. 2014 (*at least one meeting/month*)
- Attend an info session in January to learn more about Keeping Up (*date TBD*)
- Write eight 400-500 word blog posts in 2014 (*approx. 1 per month*) to be posted on the KeepingUpCO.org website and shared via digital media platforms
- Sign mpowered’s media release form
- Blog post topics will be sent to participants in advance, and edited by mpowered’s marketing and PR team. Deadlines will be provided.
- Participation in television, radio and print media interviews (*media training will be provided*)
- Share personal experiences through awareness raising activities like social media, advertising, events, etc.

Benefits:

- One year free financial coaching
- Free access to *mpowered's* financial education classes and resources
- Free FICO credit scores and credit report analysis
- Two tickets to *mpowered's* annual fundraising event

2014 Keeping Up Editorial Calendar & Task List:

*Select six-eight topics below you are willing to blog/share your experiences with. Contributors will have access to *mpowered's* marketing and PR team. They will be available to guide content, conduct interviews and edit as needed.*

- _____ Blog about your latest financial coaching session. What did you learn? How did it make you feel? What will you do next?
Due: TBD 2014
- _____ How do you feel after the holidays? Did you overspend? How will you manage this better in 2014?
Due: Jan. 6, 2014
- _____ What financial goals are you setting for 2014? How does this make you feel? What do you expect from the year?
Due: Jan. 13
- _____ The start of the year is a good time to take an honest look at your finances. Do you have a debt payoff plan? What is the reality of paying off your debt? How long will it take and what interest rate are you paying? How is your financial coach helping to create this plan?
Due: Jan. 20
- _____ How do you talk about money with your spouse/significant other, How do you wish you talked about money with your spouse/significant other?
Participate in relationship coaching session/read article and react to it.
Due: Feb. 10, 2014
- _____ What are you saving for? How do you plan to save for this? What does saving for a goal mean to you?
Due: March 3, 2014
- _____ Where do you spend your money everyday? What small changes in your daily choices will amount to? Keep one-week journal of everyday expenses, and share your reaction.
Due: March 10, 2014
- _____ Bring your kids to the bank, and blog about the experience. What questions did they ask? What were your answers?
Due: April 7, 2014
- _____ How do you talk to your kids about money? How much/what do you think they already know about money? How did your parents talk with you about money? Option to read "Financially Fit Kids" and react to it.
Due: April 14, 2014
- _____ Have you started saving for your kids' college? If so, what is your plan? If not, have you talked with your coach about this? How will this impact you and your family? Did your family save for your college education? How are you paying off any student loans?
Due: May 12, 2014

- _____ How are you taking the financial weight off? Check-in on your 2014 goals. Consider applying fitness tips to personal finances.
Due: June 9, 2014
- _____ What does financial independence mean to you? Have you set goals to achieve financial independence? Share your experience filling out a financial goals worksheet.
Due: July 14, 2014
- _____ As kids head back to school, please share your experience with your “financial education.” How is your financial coaching experience going? How else do you/have you learned about money/finances? Do you wish you had access to more resources? Option to participate in a financial education class and blog about your experience.
Due: Aug. 11, 2014
- _____ There are plenty of smartphone apps that can help you take control of your finances. Which ones do you already use? Consider trying out two apps from *mpowered’s* Top 10 Smartphone Apps list and blog about your experience.
Due: Sept. 15, 2014
- _____ Homes and cars are the two largest purchases most American families make. What was your experience purchasing a car/home? How did it impact your finances? What do you wish you knew before this experience? How will you/are you planning differently for this in the future?
Due: Oct. 13, 2014
- _____ How do you incorporate charitable giving into your budget? How will you give this holiday season? Is it important for you to instill this belief in your children? How will you do that?
Due: Nov. 10, 2014
- _____ How have you done on your holiday savings plan? What do you plan to spend this holiday season? How will you avoid temptation? What tips do you have to share with others?
Due: Dec. 15, 2014
- _____ Now that you’ve spent a year in financial coaching, what has changed? What have you learned? What do you still want to work on? How are you doing on your goals?
Due: Dec. 8, 2014