

Host a “*What It’s Worth* Event”

Interested in holding a discussion group about financial health and well-being to explore solutions in your community?

From a sample invitation, event agenda, discussion guide and more, everything you need is in the *What It’s Worth* “Book Club in a Box!”

Think of the event—whatever its format—as a way to spur new ideas, engage new partners or surface new calls to action to raise awareness of tools and strategies that improve financial health.

What It’s Worth: Strengthening the Financial Future of Families, Communities and the Nation describes how a broad range of sectors—and especially those who work outside traditional financial capacity building—play a critical role in removing barriers to financial health and well-being. It includes examples of innovations and policy changes in education, jobs, housing and public health that can help more families be more financially secure.

We’re here for help, and we also want your feedback. Share ideas that come from your event on social media at @StrongFinFuture or by emailing us at assetsandopportunity@cfed.org.

Sample Invitation

**Join Us for a Book Club Discussion Aimed at New Strategies for Improving
Financial Health & Well-Being in [Name of Community]**

Did you know:

- More than half of all Americans—57 percent—are financially unhealthy
- More than 1 in 4 people say finances cause them significant stress
- 4 in 10 Americans struggle to keep up with their bills
- More than 1 in 3 Americans aren’t sure they could cover a \$2,000 emergency expense

Join us on [DATE] for a lively discussion about *What It’s Worth: Strengthening the Financial Future of Families, Communities and the Nation*, published last year to spark conversations and new ideas around improving financial health and well-being. A free copy of the book is available at strongfinancialfuture.org.

WHAT IT'S WORTH

[Facilitator/Guest Speaker] will help us explore [topics to be covered at your event]

Date:

Time:

Location:

Book Review:

“*What It’s Worth* makes a broad and powerful case for connecting a set of financial capability skills with the right kinds of financial products and services at the right moments during the financial lifecycle of our clients and our communities. It highlights the importance of integrating those interventions with the work of new partners in the fields of education, criminal justice reform and re-entry, health care, and social services; and across public, private, and non-profit sectors. This whole set of interventions and goals should be connected to an approach that genuinely incorporates racial and geographic equity, not simply by slogan or as an afterthought. Are we a field? Are we a movement? I say we need to be both. This compilation of essays makes a good case for why we need all hands on deck for the journey.”

Sample *What It’s Worth* Event Agenda & Tips for a Successful Event

Welcome:	Event Host
Watch:	“Meet America’s Thrivers and Strugglers” (3 minutes)
Book Overview & Key Facts:	Event Host or a <i>What It’s Worth</i> Author/Editor
Discussion of Key Questions:	Event Host and/or co-facilitators
Wrap-up & Next Steps:	Event Host

WHAT IT'S WORTH

TIPS:

- Share the link to the eBook ahead of time and direct participants to specific chapters as appropriate.
- Provide background on financial insecurity in your [state](#) or [community](#) using the Assets & Opportunity Scorecard.
- Don't begin with a vision for a one-time event. The ultimate goal is to create new relationships for ongoing, community-driven efforts to improve the financial health and well-being of people in your community.
- [Contact CFED](#) to invite a book author to speak.
- Share ideas from the discussion on social media. Use hashtag #WhatItsWorth to engage other book groups. Take a picture of your book club and share on social media.
- Ask each participant to commit to one action—large or small—after the meeting. For example, a participant might commit to introducing another member of their coalition to a personal contact in the mayor's office.
- Look for opportunities to have follow-up meetings or events to keep people engaged. For example, send a follow-up email to participants three weeks after the event asking them about their progress toward the one thing they committed to at the event. (See the tip above.)
- Find and develop relationships with ambassadors for your work. Consider non-traditional partners—you never know who might take the ball and run with it.