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support network since 1995



National Association of Student Money Advisers

National Student Money Week

7-11 March 2011

Getting Involved

Getting Involved With National Student Money Week

Some tips if you don't have a lot of time and are struggling to think of ways to get involved with National Student Money Week:

Simple & Quick Options

- Add some text to the bottom of your email signature file to promote the week. It could be as simple as "National Student Money Week, 7-11 March 2011. Click [here](#) or contact me to find out more."
- Add a link to the National Student Money Week [webpage](#) from your service website.
- Follow NASMA on [Twitter](#) and 'retweet' mentions of National Student Money Week so that messages reach more people.
- If your service operates a Facebook page you could include information about National Student Money Week there.
- Include information on plasma screens in your building, in the library or catering outlets. If you have a medical practice you could ask them to include something on the screens in the waiting room.
- Use the template posters available from the NASMA website to advertise your local events.
- Involve volunteers to help with planning and organising events. Good for students, good for you!
- Record how many students you see during the week. This could be through specific events you have organised or regular appointments arranged. This will help to demonstrate the importance of your service, and show how far you reach.

Tried & Tested Activities

The following tips come from those that have organised successful events in the past:

- Organise something where the Students' Union and university work collaboratively. Develop local links.
- Have a stand in a location with high footfall (e.g. entry to library, SU foyer) and take questions from those passing through.
- Organise a 'Meal in a Bag' giveaway. Provide non-perishable foods only with recipe. Ingredients usually cost circa £2.
- Provide cheap recipe cards showing recipes tried & tested by members of staff.
- Engage your Careers Service and provide a part-time work advice drop-in. You could also link with Careers to provide information for those about to graduate.
- Promote the (re)application process for student finance for 2011 and in-year student finance assessment checks.
- Arrange a stand with 'Compare the Basket' activity, using branded vs non-branded products. Invite students to guess the amount of the saving between the 2 baskets. At the end of the week give the contents of a basket to the winner.
- Provide details of hardship funds available for students struggling with their finances (e.g. ALF/FCF/University funds).
- List information about local grants available from energy providers. Depending on your location you might be able to link to an Energy Best Deal workshop through NASMA.
- Organise an online quiz promoting your service (e.g. what building are we in? what can we do to help?). This will encourage students to look at your website.
- Use plasma screens to raise questions, such as "what would you do with £850?" and provide a response, such as "this is how much you could save if you take a packed lunch to university".
- Make a Money Tree and get students to stick their money saving tips on it. "Tweet"/Facebook the best tip each day. If budgets allow, offer a prize for the best one at the end of the week.
- Put on events/workshops such as make/grow/sew/knit your own.
- Arrange a charity shop fashion show, clothes swap event, cookery demos, or make a video on student money issues to put on your website. Involve relevant SU societies in arranging and promoting the activity.

Promoting More Widely

- Send an email to your contacts in the institution and see what they can do to promote the work of your service to students.
- Work with other departments and the Students' Union to promote the support available.
- Suggest to other areas of the university/college/SU that they offer discounts during the week.
- Work with other services to provide information on a linked activity that relates to money. For example "how to eat healthily on a budget" or "don't buy new books when you can use the campus library".
- Display information in the Halls of Residence.
- Speak to your Communications Office about promoting your work.
- Use the example press releases available from the NASMA website to target your local press.

More Information

If you would like to discuss your involvement with National Student Money Week further please contact Jo Gibson, Financial Capability Project Manager at NASMA by emailing jogibson@nasma.org.uk or calling 07715 179498.

www.nasma.org.uk/student-money-week.php