
My Money Young Advisers Residential: Halloween 30th & 31st October 2010



During the residential you:

- **Learnt all about campaigning - from developing your campaigning skills to putting together your ideas for our own My Money campaign!**
- **Recapped everything that you have done as a My Money Young Adviser since the beginning of the project, and all the skills you have learnt**
- **Produced your own case study ideas for a My Money YA resource**
- **Came up with ideas for a My Money Week 2011 competition!**



Day 1 - Saturday



This Halloween My Money residential was all about focusing on what we plan to do next. So we all decided to visit Leicester to meet up, learn about campaigning and figure out how to campaign and promote my money over the next few months.



So after a rather quick journey for those of us in London (and a rather short one for Jhon!), we all gathered the NSPCC building which gave us ample room for our meetings and evenings entertainment...more on that later ☺

My Money Aims

Before getting stuck into learning about campaigning we did a quick refresh of My Money's aims

- awareness of financial security for young people
- think before you buy
- money, although it's yummy, shouldn't run through your hands like honey
- aimed at CYP
- aims to get money management taught in schools
- prepares children and young people for dealing with money in later life
- We need to highlight the importance of finance education in schools



Once we were clear about all the things MY Money covers, it was time to get stuck into learning about campaigning, and what better way than listing all the campaigns we were already aware of, and thinking about why they are campaigning, what they have done to campaign, and what were the outcomes.

What campaigns do we already know about?

What is the campaign	Why are they campaigning	How did they do their campaign	What was the outcome of the campaign
Having more work experience for students	So that young people gain experience to help them find jobs	Asking businesses why they don't offer placements, and to show them the	More companies offered placements

		benefits	
Vote for 16 years olds	Lots of 16 year olds want to vote	National petitions	Being discussed at a national level, perhaps laying the foundations for it being introduced in a few years
Bite back – removing mosquito devices	To stop the mosquito machines aimed at children	Sending letters to m.ps and councillors	Being discussed by mp's
'We are what we do' – to change the words every day behaviours and get people walking as their daily routine	Newham has the worst health records and the highest rate of heart attack	Ran sessions in schools, gave people maps on how to walk to school, offered prizes and a family pedometer	People walked more and got healthier
Giving young people a voice to help decide what happens in their community	Say what goes on in the building work of local schools	Getting evidence through surveys with young people, organised by the school council	They were able to have a voice over what happens to their school and they get to be engaged
Sex and relationship education taught in schools	Campaigning to make it compulsory for 5-16 year olds to be taught	By surveys	Government changed their approach on the issue
Lower the university fees	Campaign against the rising university fees	Protests, Facebook groups, leaflets, press coverage	Still ongoing
End child poverty	To end poverty for children	Viral videos, protests, marches to parliament	Ongoing campaign
Alcohol awareness	Stop binge drinking	TV advertisements	Awareness raising for binge drinking issue
Leicestershire link health awareness	Improve people's health services in Leicestershire for young people	By organisation a health road show in schools with health providers	Still ongoing
1 million hungry	To get people to help those who are starving	An assembly to the year, petition	Some people donated money and others signed a petition
Young mayor of Newham	To elect a new young mayor of Newham	Flyers, public speaking, assembly's, website, posters	More people applying for is and more people voting

Now we had a long list of campaigns we jotted down all the different ways we could think of to campaign, and the reason why people campaign in the first place

Methods of Campaigning	Why do People Campaign
<ul style="list-style-type: none">• social networks• radio• news• protests• commercial advertising• flyers• brochures• billboards• celeb endorsements• bribe people• offer incentives• surveys, evidence• contact local authorities, councils• emails• write to mp's• blag• borrow resources• petition• word of mouth• speeches• websites• stands• marches• PR• music• tv leaflets	<ul style="list-style-type: none">• express their views and opinions on specific topics• Personal experience of the issue• believe that something needs to be changed• make a difference• people uniting on an issue• get a message across

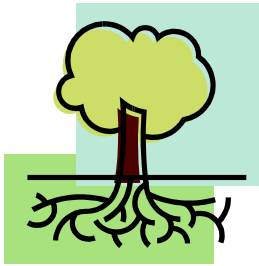
Silliest Campaign in the World!

So we now had been refreshed as to what My Money was all about, we had thought of different campaigns we'd come across, we'd jotted down all our techniques for campaigning and why people do it...now it was time to.....come up with the silliest idea for a campaign of course!

Group 1 came up with 'School Trips to replace School Lessons!', and Group 2 developed a campaign idea for outside air conditioning!

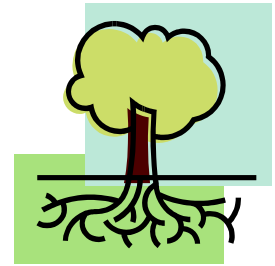
Both groups did fantastically well with Group 1 putting forward their arguments clearly and even offering a rap as their group chant. Group 2 were wonderfully organised and you could tell they really believed in the silly cause, to have Air conditioning machines outside every house to combat global warming....let's hope it doesn't catch on in real life!





The My Money Campaign ideas!!

Now we were familiar with planning our own campaigns using campaign trees, we split in to two groups to come up with as many ideas and ways to campaign around My Money as possible!



Group 1 Campaign Tree	Group 2 Campaign Tree
<p>What/Why?</p> <ul style="list-style-type: none"> • Compulsory FE • Good and valued PFE • To avoid debt related problems in the future • YP want FE lessons at school • The country suffers and society doesn't improve • So less people get in debt • People are unaware of financial related stuff • A ridiculous amount of people are in debt <p>Support (resources and support, what do we need to do together?)</p> <ul style="list-style-type: none"> • Support from MP's • Online sign up • UKYP / NCVO • Support from Celebrities • BYC <p>How (activities to take place, who to target)</p> <ul style="list-style-type: none"> • Surveys (to gather evidence) • People from banking going in to schools • Social networking sites • Videos and adverts • Word of mouth • Campaign • Speeches, petitions, marches, questionnaires • FSA • Involvement of government ministers • Promotional videos • Local council • Posters in school 	<p>What/Why</p> <ul style="list-style-type: none"> • Use your money wisely <p>Support (resources and support, what do we need to do together?)</p> <ul style="list-style-type: none"> • Councils • Young NCB • Facebook • Family • Youth groups • Professional companies • Actors • Schools • UKYP <p>How (activities to take place, who to target)</p> <ul style="list-style-type: none"> • Launch party and business cards • Mobile audio version • Hand outs • Viral video / youtube • Stands • Facebook likes • Project the video on to the PFEG building • MM Advisers to promote it • Fake money promotion <p>Outcomes</p> <ul style="list-style-type: none"> • Shock people • Promote MM • Make people reflect on money • Raise awareness of financial responsibility

- Strong evidence
- Celebrity endorsement
- Hard work
- Dedication

Outcomes

- IMF/banks support us
- Everyone would be aware of, and have knowledge, about our campaign
- One lesson a week of PFE
- Schools/government support this (Financial edu)
- Young people are more aware of FE and spend wisely
- Everyone knows the My money panel
- Young people will be able to save and budget for the future

What next for our campaign?

Nick is going to put all of the above ideas together and take your suggestions to the My Money board to get their thoughts and feedback. It's likely that the campaign will get underway in the New Year!



Day 2 - Sunday



Cala from PFEF joined us from PFEF for the drumming, mask making and fright night film on Saturday, and was spending the whole Sunday with us to. TO make sure she knew all of our names, we played a quick name game before we got stuck in to some serious work!

The My Money Young Advisers Journey So Far

In group we had a series of envelopes that had different activities that we have done as Young Advisers at the My Money residentials since September 2008 when we all first met, which was a pretty long time ago. We had to list all of the activities under each of the residentials, and then went round and wrote on each residential all the skills that we had learnt....and there were loads!

With everything we've done and the skills we've learnt along the way, we each set about developing our own case study which could be used in the My Money Young Advisers resource – something that will help other young people learn about money. Here's what each of us did:

**Tina – BUY AND
SAVE, SHOP
AROUND!**

**Aisha – MAKING
DECISIONS BASED
ON NECESSITY**

**Jhon – NEW INTERNET,
BARGAIN WITH PEOPLE,
LOOK FOR BEST PRICE
AND OFFER FOR YOU**

**Teri-Ann –
HAVING THE
CONFIDENCE TO
CHALLENGE THE
BANK ON WHAT
ACCOUNT IS
BEST FOR ME!**

**Bilal – MOBILE
PHONES, COMPARE
PRICES AND
PACKAGES**

**Kadeem – BANK
ACCOUNTS AND
INTEREST RATES**



What next with the Resource?

We'll use these case studies to help us think of different sections of the resource, and we'll put together a survey to ask young [people what things they want to know about money. We'll be coming back to the YA's for more cases studies once the topics have been decided!

My Money Week Competition Ideas 2011

Cala wanted to get some ideas from you about what a My Money Week 2011 competition and prizes could look like. You came up with loads of suggestions which she'll be talking to the My Money team at PFEg about.

And Finally.....

Ideas for our last residential

- Longer residential
- Abroad
- Bigger and better
- Go out with a bang
- Meet celebs
- Miami
- No premier inn
- Stay in London – go to something like Hairspray
- Stay together
- Goody bags with good prizes
- Better late night film
- Fireworks
- Punting
- Big party with celeb invites
- Lots of free time
- Go to the west end
- Stay in 5 star hotel
- Get Steve back
- Bring back the good wedges
- Stay at a posh hotel
- Go overseas
- Invite Fergus
- West end

- Go to the theatre and watch hairspray or wicked
- Back to London – boat ride, London dungeons or o2 arena
- Have everyone we've met to come!

- Another country
- Bring Steve back for more training!
- Invite lots of celebs – the apprentice, dragons, money people

Thoughts on the weekend and things to change

- Been good
- T'was good
- Fun
- Leicester is a great city and we all love it
- Good venue – thumbs up
- Good weekend
- Food
- Learnt a lot

- I had a good time and enjoyed the food
- It would have been nice to leave the venue!!!
- The activities were good and nice accommodation
- The accommodation was good!

In case you were wondering, here are some pics of our evening's entertainment!

