



#WMWeek17

Toolkit

Women's Money Week

January 1-7, 2017

www.WomensMoneyWeek.com

What is Women's Money Week?

Women's Money® Week is a national social media and live events campaign to encourage women to speak up about money, access financial information, take control of their finances, and reshape their financial futures.

With just one topic per day during Women's Money® Week, this national campaign encourages hundreds of amazing bloggers, businesses and government agencies to take on the mission of encouraging financial action, the importance of financial education, and awareness of the financial issues effecting women and families.

Why is Women's Money Week Important?

- **84% of women** say they are not understanding or receiving information from financial and investment institutions¹.
- Currently, **1 in 3 women** lives in or on the brink of poverty².
- **90% of women** say they are completely or mostly unprepared for retirement³.
- As a result, **3 out of 5 women** in the U.S. will retire in poverty⁴.

It's not just about the Wage Gap. Many advocates reference the wage gap as a solution to this issue because if women were paid the same as men we could reduce poverty in America by 50%⁵. However, our interviews with women suggest that because women are not receiving the financial messages they need, we will have the same families living the same poverty lifestyle in a few years at a higher income level, even if we could eliminate the wage gap and decrease poverty tomorrow.

More Facts

- 66% (that's 2/3rds) of Household breadwinners and co-breadwinners are women.¹
- The median earnings for all women are \$638 a week, compared to \$798 for men—approximately 80% of what men earn on average.²
- The Wage Gap = Poverty: If Women were paid the same as men for the same job, it could reduce poverty in America by 50%.³
- Women account for 85% of all consumer purchases on everything from autos to health care including 89% of Bank Accounts.⁴
- Less than 2 in 10 women feel “very prepared” to make financial decisions. 50% say they “need some help.” 30% feel they “need a lot of help.”⁵
- Women own 40% of all stocks.⁶
- Lifetime Earning Reduction: The average woman spends 15% of her working years outside of the workforce caring for children and elderly parents compared to the average man's 1.6%.⁷
- Nearly two-thirds of U.S. women ages 40 to 79 have already dealt with a major financial “life crisis,” such as job loss, divorce, the death of a spouse, or serious illness.⁸
- 80-90% of women will be solely responsible for their finances at some point in their lives- mainly due to divorce and the fact that on average women outlive men by seven years.⁹
- Women Aim Lower: Even though women have a longer life expectancies, when asked how much they were aiming for in retirement savings, women aimed lower, with a median goal of \$200,000 versus \$400,000 for men.¹⁰

Our Goals

- Encourage women to start the new year releasing financial shame, stop hiding from their finances, and start action to their goals.
- Implement a 7 day campaign encouraging financial awareness, conversation, and action.
- Launch a 90 day action program to keep the seven day campaign momentum going.
- Enlist 500 bloggers, experts, corporations, advocates, legislators, educators, and organizations to do something for Women's Money Week.
- Bring awareness to the global importance of financial health of women.

How You Can Help



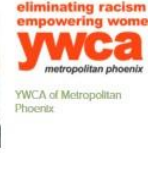
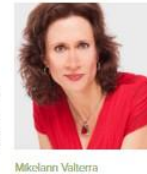
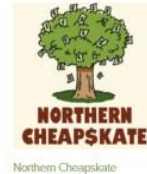
- Take action by joining the movement at WomensMoneyWeek.com.
- Spread the word through social media.
- Register to host an official event(s) in honor of Women's Money Week. Curriculums and promotional tools are provided.
- Register as an official expert participant and write about it.
- Record of video endorsement.
- Help your local organizations by hosting events on your campus, in your business, and in your community!
- Participate in the #WMWeek17 twitter chats.

Every time you spread the word, use our official hashtag **#WMWeek17** and link to our site, WomensMoneyWeek.com

Make sure you keep an eye on all [@WomensMoneyWeek](https://twitter.com/WomensMoneyWeek), [@WomensMoney](https://twitter.com/WomensMoney), [@MomsInBusiness](https://twitter.com/MomsInBusiness), social media accounts for the latest campaign updates and progress as well. And spread the empowerment and encouragement. Let's do this!

Who Can Help?

- Social Media Influencers
- Media
- Students
- Educators
- Entrepreneurs
- Financial Services Companies
- Non Profit Organizations
- Experts (Financial, Lifestyle, Business, and Others)
- Coaches
- Community Leaders
- Legislators
- Parents
- [Sign Up Today to Participate](#)



Get Involved

It challenged and inspired me to think more about my relationship with money. I discovered some new sites I had not visited before.

I also appreciated the extra traffic that found it's way to my site.

I think it really brought traffic since one of the post were picked up by The Consumerist.

[Women's Money Week] brought traffic to my site and helped expose it to new readers.

I got additional traffic from the posts and am still receiving visitors from the site daily. Thank you!

My blog is all about helping people save money. I think there were some great resources for my readers.

I really loved this opportunity to help keep women in the financial know how. It was great to read so many other bloggers voices and how they covered different writing prompts.

The post that I did for womens money week had more comments on it than most of my others. I also got quite a bit of traffic to my site.

Benefits Include:

- Featured as contributing expert.
- Your #WMWeek17 events featured
- Participation in social media events.
- Featured posts.
- Media interview referrals.
- Helping women make a significant difference in their lives.

Coming Months

June through August 2016

This month is all about announcing the campaign to influencers like you and preparing you with social media and event planning tools. We'll post public service announcements, articles, and featuring the stories of real women on the site throughout the year. Let's repost these stories and start telling our own.

September through November 2016

We will be scheduling posts, gathering and posting video pledges of engagement from financial influencers such as bloggers, experts, industry leaders, legislators and educators, and assisting corporate and organizational partners in planning their hosted outreach events around the nation.

November 2016 through January 2017

We'll be promoting live events and twitter chats hosted in honor of Women's Money Week as well as putting a lot of attention to media to get the word out Women's Money Week (January 1-7), we'll be sending out daily blog posts, engaging in twitter chats, and sending out financial tools to use. January will mark the launch of the 90 day program that peaks in April - financial literacy month.

Sign Up Now

- Register as a partner at <http://www.womensmoney.org/womensmoneyweek>

You choose which ways you would like to partner with Women's Money® Week when you register. We will send you the support materials and information you need, and work with you on making the most of this opportunity to maximize your community reach and brand profile.