



Family Engagement Guide

FOR CRAYOLA CREATIVITY WEEK AND BEYOND





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Crayola's mission is to help parents and educators raise creatively alive children. We thank our friends at **MFS Investment Management** for investing in Crayola Creativity Week and sharing our passion for raising creatively alive, financially literate, children who have a bright future with infinite possibilities. We also thank **Walmart** for their impact on schools during Crayola Creativity Week and beyond and for encouraging schools to engage families. A special thanks to the educators and school district liaisons who share our collective passion for bringing families into their learning communities and partnering with parents as co-educators of children.

We are thrilled that the sponsors are providing exciting giveaways to engage educators and families.

Educators can enter this Crayola-Walmart sweepstakes for a chance to win one of the 24 **Teachers' Lounge Makeovers** for their school.



Enter this Crayola and MFS Investment Management sweepstakes which provides prizes for educators and one family.

Families can submit an entry to win the one Parent Grand Prize which is \$4,500 for their child(ren)'s 529 education savings fund and \$500 worth of Crayola art supplies.

Educators can submit their entries to win one of the ten Educator Grand Prizes which include \$2,500 in cash and \$1,000 worth of Crayola art supplies to support a Family Engagement event at the school.



1. Investing in Creativity

Creativity is an essential life skill that helps everyone reach their full potential. People who lead fulfilled lives are also savvy in problem solving and money matters. They learn from mistakes and keep an open mind to new ideas. They invest in themselves and their children to help them feel optimistic, secure, and valued.

There are many myths and misunderstandings about creativity and investing. Let's focus on the facts!



FACTS

CORRECTING MISUNDERSTANDINGS

Creativity is an important skill that employers look for in every employee. Creativity is essential for problem solving and innovation. Creativity is needed in every career. It is THE best way to help students become future ready .	Creativity is not just needed in arts-related jobs such as painting, music, fashion, and theatre. Creative thinking improves job performance, job satisfaction, and interpersonal relationships—regardless of occupation.
Everyone is creative —in their own way. Nurturing creativity empowers everyone to reach full potential.	Stop the myth that only a few lucky people are born creative—the “either you have it or you don’t” assumption. Everyone is creative and can boost their creative confidence. Creativity can be taught and nurtured, no matter your age or interests. Embrace your strengths!
Creative behaviors can be taught and nurtured every day during simple creative moments. Parents and teachers should encourage kids to do these five things to help them be successful: 1. Come up with unique ideas. 2. Keep an open mind that puts your imagination into action. 3. Be curious and ask questions. 4. Consider many possibilities as you try new ways of doing things! 5. Invest in yourself, your family, and your community.	Don’t believe that creativity and money smarts require special talents. Don’t fall for the myth that parents who aren’t confident in their own creativity or financial savvy can’t help kids build their confidence in these areas. Learn with your kids!
Everyone can learn to be financially savvy —regardless of how much money they have.	Financial literacy comes with experiences that start when children are young. Planning for the future, considering if a purchase is a want or need, and thinking of the community as a team are ways to grow financial literacy.

2. Crayola Creativity Week

Families and educators use Crayola Creativity Week resources to celebrate creativity and inspire children to put their imaginations into action. This exciting week-long program demonstrates how creativity is an essential life skill that helps everyone reach their full potential.

Share the registration information with families so they can access the weekend activities at home. They can visit [Crayola.com/CreativityWeek](https://www.crayola.com/CreativityWeek) to find all the resources and be eligible to win prizes, including the special weekend giveaway that a family will win which includes \$4,500 for an education savings fund to invest in their child(ren)'s future and \$500 worth of Crayola art supplies.

The free resources fit busy schedules. The daily videos can be viewed on any device including a smartphone. The hands-on activities are available in eight languages (English, Spanish, French, Italian, German, Japanese, Korean, and both simplified and traditional Chinese) and can be downloaded. Some schools print the weekend *Thinking Sheet* handouts to send home with students. Others remind students that they can use plain paper and any art supplies they have on hand. The activities take less than 30 minutes and weave creativity into other learning areas including literacy, social-emotional, science, math, and more.

Schools share the weekday content with families, too. Send home information about the daily themes. **Invite families** to the family event. Boost the excitement with school spirit fun—such as Color Days (*students wear certain colors each day*) or Imagination in Action Days (*students tell their families about the daily themes and featured stories*). Post photos of students' art on social media using **#CrayolaCreativityWeek** and urge families to see what was created.



Invite family members to learn about their creative styles by visiting this site on their phones or tablets during the Family Engagement event or they can search for **Crayola Creative Styles**. Talk about how diverse approaches to creativity enrich a learning community.

Invite your **local community** to support the event. Ask grocery stores, restaurants, or food trucks to donate food. The community and school libraries could showcase the books featured during creativity week and suggest additional books that support creativity and financial literacy. Your school district's arts supervisors and music, art, dance, drama, and economics teachers could help with this event. And be sure to tap into family members' expertise and interests by having them lead some of the discussions or hands-on activities.



3. Creative Moments: Why and How

Albert Einstein said, “Imagination is more important than knowledge.”

The vast majority of parents agree. In fact:

- 96% of parents say creativity is important for society as a whole and their family in particular.
- 92% of parents say creative experiences in childhood provide life-long benefits.
- But only 55% of parents feel they themselves are creative enough to support their children’s creativity.

This lack of confidence and lack of support for kids’ creativity needs to change!

Parents can support their children’s creativity by asking questions, honoring their original thoughts, and being curious—together!



Enjoy creative moments with children anywhere, anytime. It does not require special supplies or adding more to busy schedules. Instead, weave creative moments into everyday routines. Ask “what if...?” questions while preparing dinner. Have kids draw a menu for the meal or sketch a recipe for food that is being cooked. Or ask them to arrange a colorful assortment of veggies or fruit to serve as an appetizer.

Everyone can add more creative moments to the day. Whether it is making up new stories at bedtime or pretending that cups in the bathtub are submarines, just playfully use what you have on hand and **wonder**, **imagine**, and **create** together. Nurture children’s creativity anytime you are together—walking home, in a waiting room, riding the bus, or stuck in traffic. Listen to kids’ ideas. When they get stumped ask them how they would solve the problem. Be playful and imaginative yourself.

These simple fun creative moments could be enjoyed together:

- Invent new endings for favorite stories.
- Imagine a pretend meal that will thrill tastebuds or tickle your nose.
- Decorate a box as a car, train, or spaceship.
- Create new lyrics for a song to help make a task fun.
- Build a fort with pillows and sheets draped over a table.
- Decorate a big box and pretend it’s a spaceship.
- Sketch nature’s outdoor marvels during a neighborhood walk.
- Develop new dance steps.
- Engage in innovative thought—find a problem and come up with several ways to solve it.
- Build a bridge over a puddle.
- See how your kids want to use cardboard, sheets, and towels in interesting ways.

All these simple, fun creative moments boost children’s creative thinking and form lasting memories of special times families have spent together.

Visit [Crayola.com/StayCreative](https://www.crayola.com/StayCreative) for more ideas and resources and post your stories on social using **#StayCreative**.



4. Engaging Families: Why and How



Educators know that we can't accomplish our goals without the help of engaged families. Together, we are champions of creativity who co-educate the next generation. When schools welcome the entire learning community, they offer an inclusive culture that celebrates diversity and collaboration. Family members who are respected act like partners. They feel comfortable in the school. The more conducive the environment and school culture are to family engagement and the stronger the school's commitment is to meaningful partnerships with families, the more students flourish.

To support family engagement in schools, this year's Investing in Creativity sweepstakes includes 10 prizes for educators with \$2,500 in cash and \$1,000 worth of Crayola art supplies to support school-family events. Use this QR code to submit your educator entry.



Successful family engagement events are collaborations between school administrators, teachers, and parent volunteers.

Six key tips for planning and implementing your school-family event include:

1. Organize a **planning team**. *(Lean into your parent association or, if you don't have one, identify parents who can serve in leadership roles and work on invitations, logistics, activities, and other details.)*
2. Determine **what type of event** would fit your learning community's schedule *(an afterschool Snack & Learn, weekday potluck dinner, Saturday brunch, or whatever your school's team recommends).*
3. Identify a **date, time, and place**—reserve the location and book the event on the school and district calendars. *(Customize the sample invitations and communication emails and text messages provided in this guide.)*
4. Plan the **event program, activities, and food**. Assign **leaders** and have them recruit **volunteer helpers**. *(Organize committees—each with a role. Preview the videos. Print downloadable handouts. Find community or school members who can help present information about financial literacy and creativity and invite them to present during the event. Choose food and supplies that will be purchased or donated. Use the checklist reminders to keep plans on track.)*
5. **Communicate** with the entire learning community using a celebratory tone! *(Prepare and send invitations, identify and communicate messages to greeters, activity station leaders, food organizers, etc.)*
6. Meet the specific needs of your community. *(Consider if participants need help with transportation, toddler care, an American Sign Language interpreter, world language interpreters, art gallery guides, etc.)*



IF YOUR SCHOOL...

...**HAS AN ESTABLISHED TRADITION** of family engagement events, adding one called **Investing in Creativity** will be a great way to address financial literacy and creativity with fun, easy-to-implement experiences. Use the resources in this guide to help in planning and delivering the program.

...IS NEW TO HOSTING FAMILY ENGAGEMENT EVENTS,

gather a small group of people who can contribute multiple perspectives, such as district family engagement specialists, your school's leaders, faculty, and parents. Leverage community members who are passionate about financial literacy and creativity. Your local PTA has great resources to help you form a parent leadership group where volunteers and staff contribute ideas and align on a plan.

5. Tell, Show, and Listen

Tell families that they are welcome to come into school to see what their children have created, to celebrate creativity, and to enjoy fun activities that boost financial literacy and creative self-expression. Convey the importance of creativity. Showcase the Crayola Creativity Week projects, celebrity spokespersons, books that were read, and art that was created.

Show what will occur during the family event. Your plans may include an art gallery walk, hands-on activities, food, speaker presentations or videos, and more. Children need to be active and have hands-on experiences so they can express themselves during the event. Use the Crayola Creativity Week *Thinking Sheets*—available to print in English and Spanish—designed for this event that blend financial literacy with the creative process:

- **Setting Goals for a Bright Future**
- **Avoid Money Mishaps Game**
- **Caring Community**
- **Wants versus Need**

OR the Creativity Week Daily Feature *Thinking Sheets*

- **Money-Smart Words**
- **Avoid Money Mishaps**

OR use any of the other *Thinking Sheets* from Crayola Creativity Week that will address needs and interests of your learning community.



Listen to family members. Ask them questions and demonstrate your eagerness to hear what they think. Ask them:

- *What do you want for your family?*
- *What would increase your confidence in addressing financial literacy and creativity with your children?*
- *What do you value and why?*

Participants need to talk, be heard, and do, not just sit. If you have speakers, remember that short presentations that include hands-on activities and questions with time for participants to share their ideas will increase engagement and the success of the event. Nobody wants to hear long lectures—especially when there are young children at the event who need to have fun, move around, and create. Music and food tend to add a celebratory feel to an event—even if it is just a snack or light refreshments.



Remind families that Creativity Week runs for a full week and that there are special videos and handouts for them to use at home during the weekend. You could print and distribute the weekend handouts—available in English and Spanish—to make it easy for families to participate. Or remind them that they can use plain paper and any art supplies they have on hand. Have them register for Creativity Week ([Crayola.com/CreativityWeek](https://www.crayola.com/CreativityWeek)) or make sure they have links to the videos so they can watch them on any device, including a smartphone. There are fantastic daily prizes that anyone who registers for and participates in Crayola Creativity Week is eligible to win.



MFS Investment Management is donating \$4,500 and free financial consultation to help one winning family establish a tax-free 529 education savings fund to use for their child(ren)'s education. This prize goes a long way in helping your child(ren)'s future look bright! The family will also receive \$500 worth of Crayola art supplies to make learning more colorful.

6. Planning an Event

Planning Checklist

Complete	Timing	What	Who
	Early Planning	Determine Planning Committee leadership and volunteer roles. <i>(Recruit PTA, family engagement liaisons, parent volunteers, teachers, and school administrators who will help with planning, logistics, presentations, decorations, communications, etc.)</i>	Faculty & Parent Leaders
		Determine type of event (potluck dinner, weekend brunch, afterschool snack & learn with art gallery walk, etc.). Identify date, time, place—reserve location (<i>determine who to invite & estimate # of participants</i>).	School Administrators & Planning Committee
		Develop communications plan . Engage community. Design and distribute invitations.	School Administrators & Planning Committee
	Several Weeks Before	Meet with event leaders and volunteers to review agenda and logistics. Clarify roles (such as welcome greeters, activity leaders, presenters, food organizers, transportation liaisons, art gallery guides, cleanup crew, etc.). Plan committee meetings as needed by tasks. Review plans with support staff (<i>custodians, kitchen crew, security team, etc.</i>).	School Administrators, School Staff, & Planning Committee
		Confirm any rentals and food delivery or pick-up plans. Organize supplies and finalize activity plans.	Team Leaders and Volunteers
	3-5 Days Before	Reconnect with speakers and activity leaders to review plans, presentations, and agenda/timing.	Planning Committee
		If families were asked to RSVP, provide numbers to food prep and room set-up teams.	Planning Committee
		Print copies of handouts/activity sheets and organize any take-home items into bags.	Planning Committee
		Send reminders to participants. Prepare directional signs for attendees to follow as they arrive.	Planning Committee
		What else? List steps that your leaders and volunteers mention as being needed.	Planning Committee
	1 Day Before	Distribute final reminder to participants. Assign greeter(s) to welcome presenters, community guests, and families.	Planning Committee
		Receive/organize perishable foods including drinks, ice, etc. and last-minute supplies. Arrange materials at activity stations. Confirm food serving plans.	Planning Committee and Event Volunteers
		Test all sound, video, and recording equipment. Ask everyone, "What else? What last minute items should be on our 'to do' list?"	School Staff & Planning Committee
	Day of Event	Arrive early to check event area, activity set-up, and food to ensure that everything is ready.	Planning Committee
		Post signs that direct participants to the meeting space.	Event Volunteers
		Greet food crew and activity leaders. Make sure their supplies are set up and they understand their roles. Assign volunteers to help with participant nametags.	Planning Committee
		At end of event, ensure that clean-up volunteers and staff have sufficient help to complete the plan by designated departure time.	Planning Committee & Custodial Staff
	1 Week After	Send thank you notes to volunteers and community members. Debrief with team to assess success and align on any recommendations/changes for next event. Plan the post-event communications that will be shared with families.	School Administrators & Planning Committee

Sample Communications


(Invitations, Emails, and Text Messages)

Family Event Invitations

These sample invitations show the way some schools have announced their Family Engagement events. Be inspired by them but customize a sample or create your own entirely different invitation to fit your school's event plans.




Family Event Invitations







**Elm Street Elementary
Afterschool Snack & Learn
about
Creativity and Financial Literacy**

DATE:
Tuesday, February 11

WHAT:
3:00 Art Gallery Walk
Visit classroom & hallway displays of students' art
inspired by Crayola Creativity Week
3:30 – 4:30 Cafeteria
Hands-on activities on Money Matters and Nurturing Creativity
Healthy snacks (donated by Walmart)









**WELCOME
to a Colorful, Fun
Family Saturday Brunch**

*Nurture students' creativity and boost financial
literacy during a fun-filled School-Family Event.*

This special program is hosted by Washington
Elementary and our PTA.

The activities are provided by Crayola and
MFS Investment Management.

Thanks to the Sassy Egg Food Truck
and our PTA for donating the brunch.

**Saturday February 1
10 AM to 11:30 AM**

RSVP to school office





e-Mail

Three Rivers Middle School

Subject: Join our schoolwide celebration of creativity

Come tour the school's gallery of student art that was inspired by **Crayola Creativity Week**. Enjoy healthy snacks and a special program called **Investing in Creativity**.

Bring your family and your creative ideas.

We look forward to seeing you this coming Thursday afternoon, January 30 at 3 PM. If we have to postpone because of inclement weather you will receive a text with updated scheduling information.

Colorfully,
Three Rivers Middle School

e-Mail

Eastmoor PTA

Subject: Let's Celebrate Student Creativity and Boost Financial Literacy

Join students and their families for a special **pizza and ice cream dinner on Wednesday, January 29 at 5 PM**. Our entire learning community will engage in fun, colorful activities that explore *Investing in Myself, Caring Community, Creativity Matters, and Savvy Shoppers*.

We will have door prizes to thank families for participating.

We appreciate Louie's Pizza for their generous dinner donation. Please RSVP to frontoffice@eastmoorelementary.com by Monday noon so we can tell this generous restaurant how many pizzas to bake.

If you'd like to help scoop ice cream or lead the hands-on art activities, please let the front office or a PTA leader know. We could use some extra help with this special, colorful event.

See you soon!
Eastmoor PTA

e-Mail

Forest Valley Elementary School

Subject: Sharing Ideas and Potluck Dinner

Please join our PTA Family Engagement Event, Investing in Creativity.

When: Friday, January 31 at 5:00 PM

Where: Forest Valley Elementary cafeteria

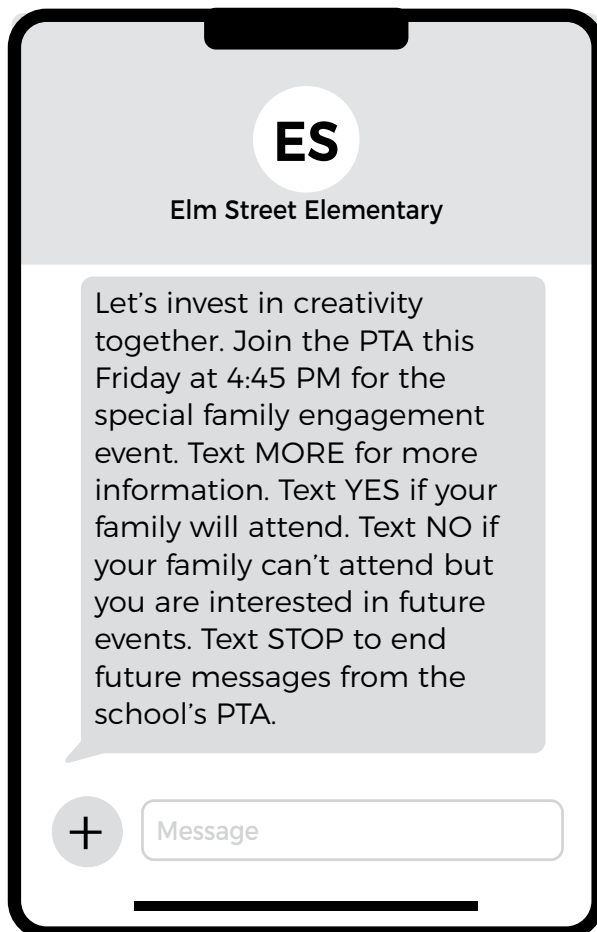
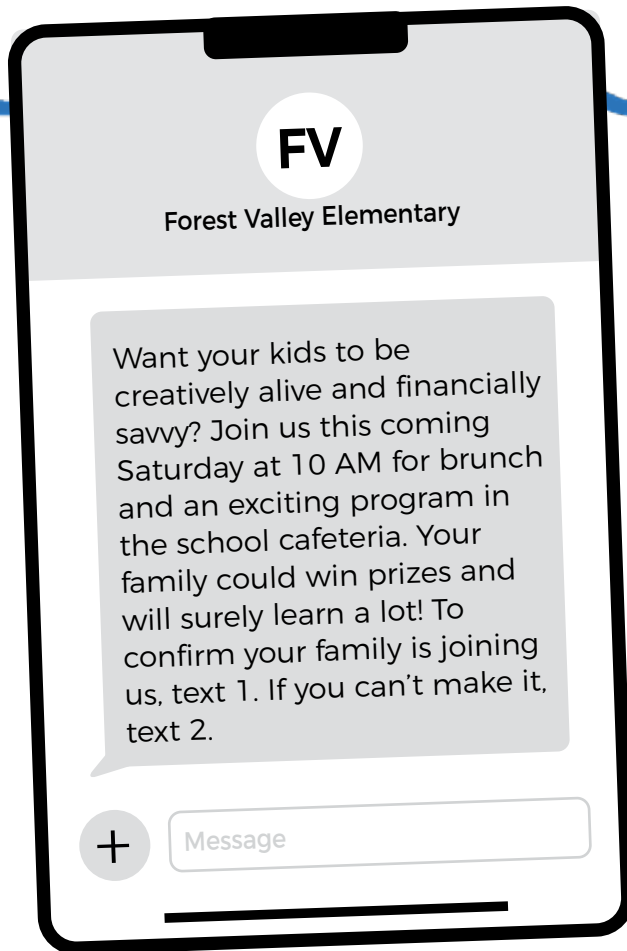
What: Potluck dinner and fun learning activities (art gallery walk, hands-on activities inspired by Crayola Creativity Week and MFS Investment Management)

Who: Your entire family can participate!

RSVP: Tell us how many adults and kids will join. **Email event@FVElemPTA.com by January 21**

Want to help? Contact the PTA or front office

Sample Text Messages



7. Event Activities and Financial Literacy Thinking Sheets (English and Spanish)

Crayola and MFS provide a variety of student activities that you could use at the family engagement event or send home with students so their families can use them during the weekend. Family engagement events that have fun, hands-on activities excite students. These activities help families discuss financial literacy in playful and meaningful ways.

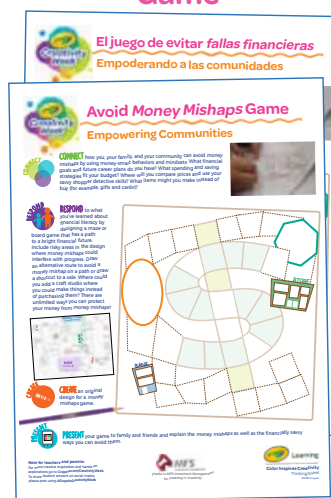
You could set up activity stations with one Thinking Sheet per table and have families move from one station to the next guided by volunteers who also explain the activities.

On the following pages you will find financial literacy *Thinking Sheets* and a *Family Guide* that can be used at the event, in classrooms, or in homes.

Setting Goals for a Bright Future



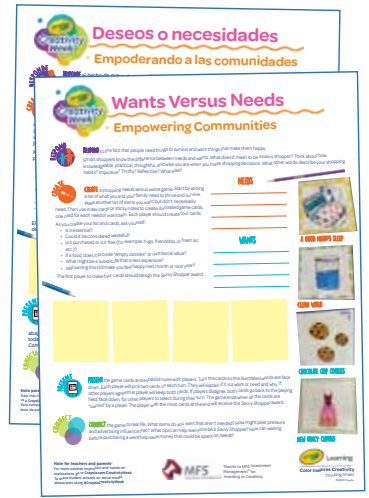
Avoid Money Mishaps Game



Caring Community



Wants Versus Needs



Creativity Week's Saturday Thinking Sheet and Family Guide

While the financial literacy video and creative challenge will be aired on Saturday, teachers and families can engage with this content after the special week. Just visit [Crayola Learning YouTube channel](#) to watch the videos and download the printable resources.

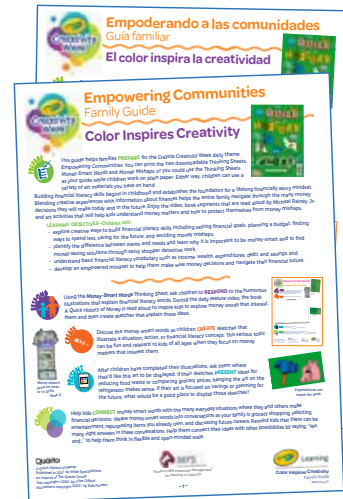
Money-Smart Words



Money Mishaps



Family Guide





Setting Goals for a Bright Future

Empowering Communities



RESPOND to the money-smart advice that everyone, regardless of age, should set aside time to think ahead and set goals. What would you like to try or improve, and what information, mentoring, and other resources would you need to accomplish your goals?



CREATE a bright, starry future image where you are reaching for the new skills, mindsets, or accomplishments that will help your future shine. In each star, write a title for the goal or sketch a vision of yourself in the future.



PRESENT your goals to family and friends. Discuss where you can find more information about your areas of interest and how you will track your progress towards these goals.



CONNECT the process of setting and reaching goals with the feelings of accomplishment, perseverance, pride, and an investment in your own learning and growth. Why is goal setting important as you plan a roadmap to success? How do creativity and financial literacy connect with having a vision for your future?

Note for teachers and parents:
For more creative inspiration and hands-on explorations go to Crayola.com/CreativityWeek. To share student artwork on social media please post using #CrayolaCreativityWeek



MFS

Investment Management

Thanks to MFS Investment Management®
for Investing in Creativity.



Learning

Color Inspires Creativity
Thinking Sheet

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Fijando metas para el futuro

Empoderando a las comunidades



RESPONDE al buen consejo financiero de que todos, sin importar la edad, deben tomarse un tiempo para pensar en el futuro y establecer metas. ¿Qué te gustaría intentar o mejorar? ¿Qué información, guías y otros recursos necesitarías para lograr tus objetivos?



CREA un dibujo lleno de estrellas que representen tu futuro brillante y prometedor en donde buscas nuevas habilidades, perspectivas o logros que te ayudarán a triunfar en el futuro. En cada estrella, escribe un título para la meta o esboza una visión de ti mismo en el futuro.



PRESENTA tus metas a tu familia y amigos. Platiquen juntos sobre dónde encontrar más información sobre tus áreas de interés y cómo medirás tu progreso hacia estos objetivos.

CREA IDEAS NUEVAS



SÉ UN LÍDER



PREPÁRATE PARA EL FUTURO



CONECTA el proceso de fijar y alcanzar metas con las sensaciones de logro, perseverancia, orgullo y de invertir en tu propio aprendizaje y crecimiento. ¿Por qué es importante establecer metas a medida que planeas tu camino hacia el éxito? ¿Cómo se relacionan la creatividad y la educación financiera con tener una visión para tu futuro?

Nota para maestros y padres:
Para más inspiración creativa y exploraciones prácticas, ve a [Crayola.com/CreativityWeek](https://www.crayola.com/CreativityWeek)
Para compartir el arte de los alumnos en redes sociales, favor de publicar con el hashtag #CrayolaCreativityWeek



Gracias a MFS Investment Management® por invertir en la creatividad.



Learning

El color inspira la creatividad
Hoja creativa

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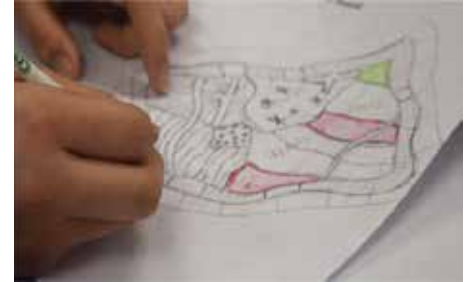


Avoid Money Mishaps Game

Empowering Communities

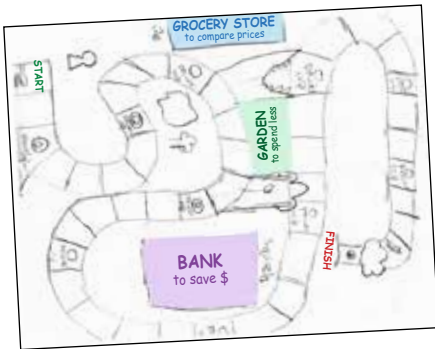


CONNECT how you, your family, and your community can avoid *money mishaps* by using money-smart behaviors and mindsets. What financial goals and future career plans do you have? What spending and saving strategies fit your budget? Where will you compare prices and use your savvy shopper detective skills? What items might you make instead of buy (for example, gifts and cards)?



RESPOND to what you've learned about financial literacy by designing a maze or board game that has a path to a bright financial future.

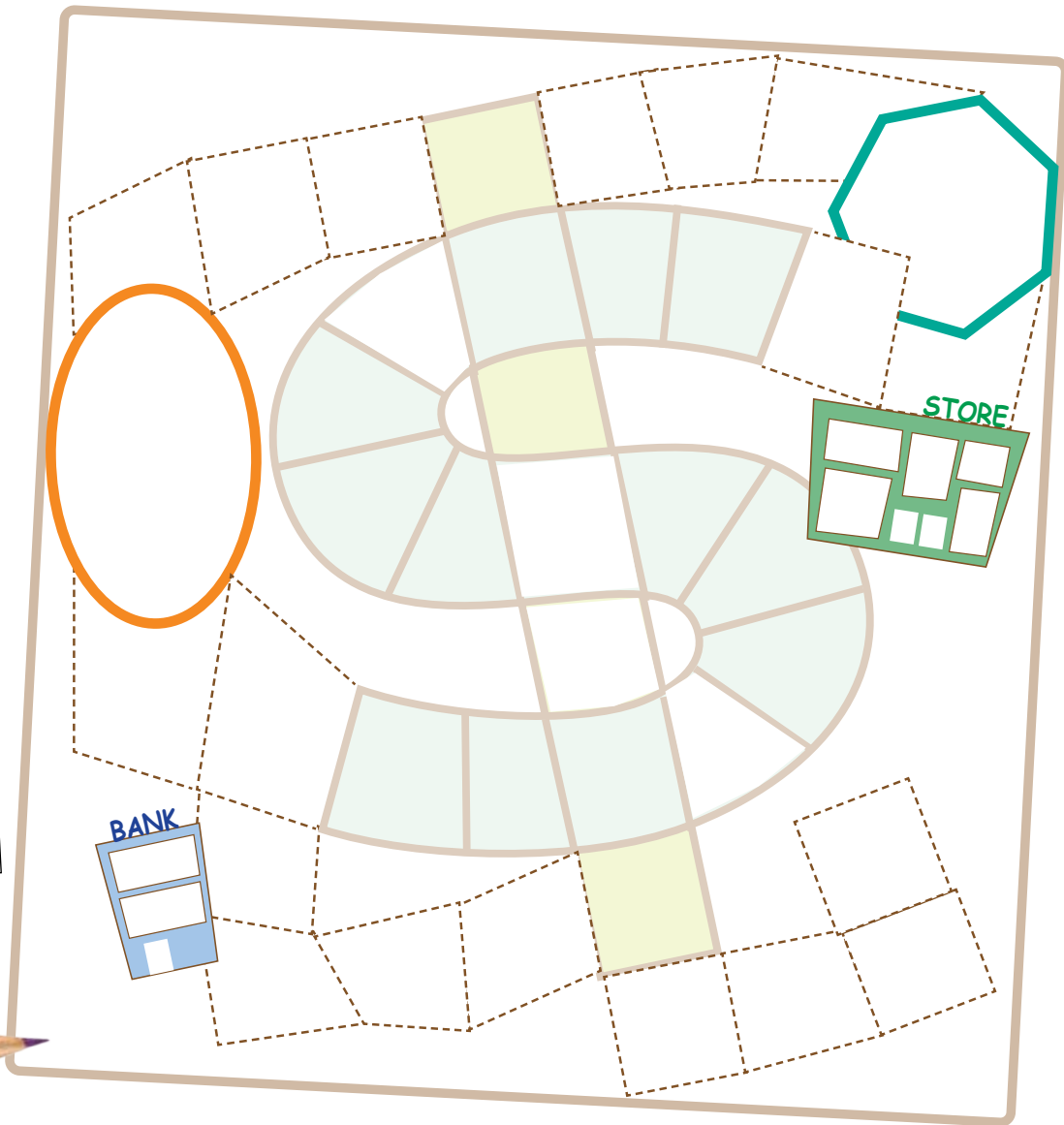
Include risky areas in the design where *money mishaps* could interfere with progress. Draw an alternative route to avoid a *money mishap* on a path or draw a shortcut to a sale. Where could you add a craft studio where you could make things instead of purchasing them? There are unlimited ways you can protect your money from *money mishaps*!



CREATE an original design for a *money mishaps* game.



PRESENT your game to family and friends and explain the *money mishaps* as well as the financially savvy ways you can avoid them.



Note for teachers and parents:
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To share student artwork on social media please post using [#CrayolaCreativityWeek](https://twitter.com/CrayolaCreativityWeek)

 **MFS**
Investment Management
Thanks to MFS Investment Management®
for Investing in Creativity.

 **Learning**
Color Inspires Creativity
Thinking Sheet
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El juego de evitar fallas financieras

Empoderando a las comunidades



CONECTA las formas en que tú, tu familia y tu comunidad pueden evitar *errores financieros* al adoptar buenos comportamientos y perspectivas con respecto al dinero. ¿Qué metas financieras y planes profesionales tienes? ¿Qué estrategias de gasto y ahorro se ajustan a tu presupuesto? ¿Dónde compararás precios y usarás tus conocimientos de comprador ingenioso? ¿Qué artículos podrías hacer en lugar de comprar (por ejemplo-regalos y tarjetas)?

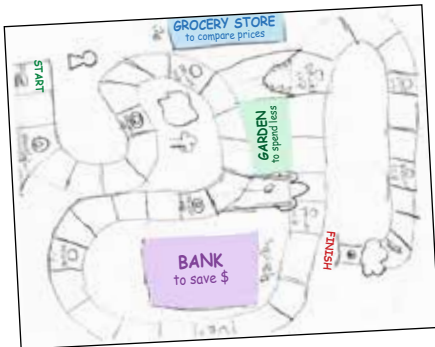


RESPONDE a lo que has aprendido sobre la educación financiera diseñando un laberinto o juego de mesa que tenga un camino hacia un futuro financiero brillante. Incluye zonas de riesgo en el diseño donde los *errores financieros* podrían interferir con tu progreso. Dibuja una ruta alternativa para evitar

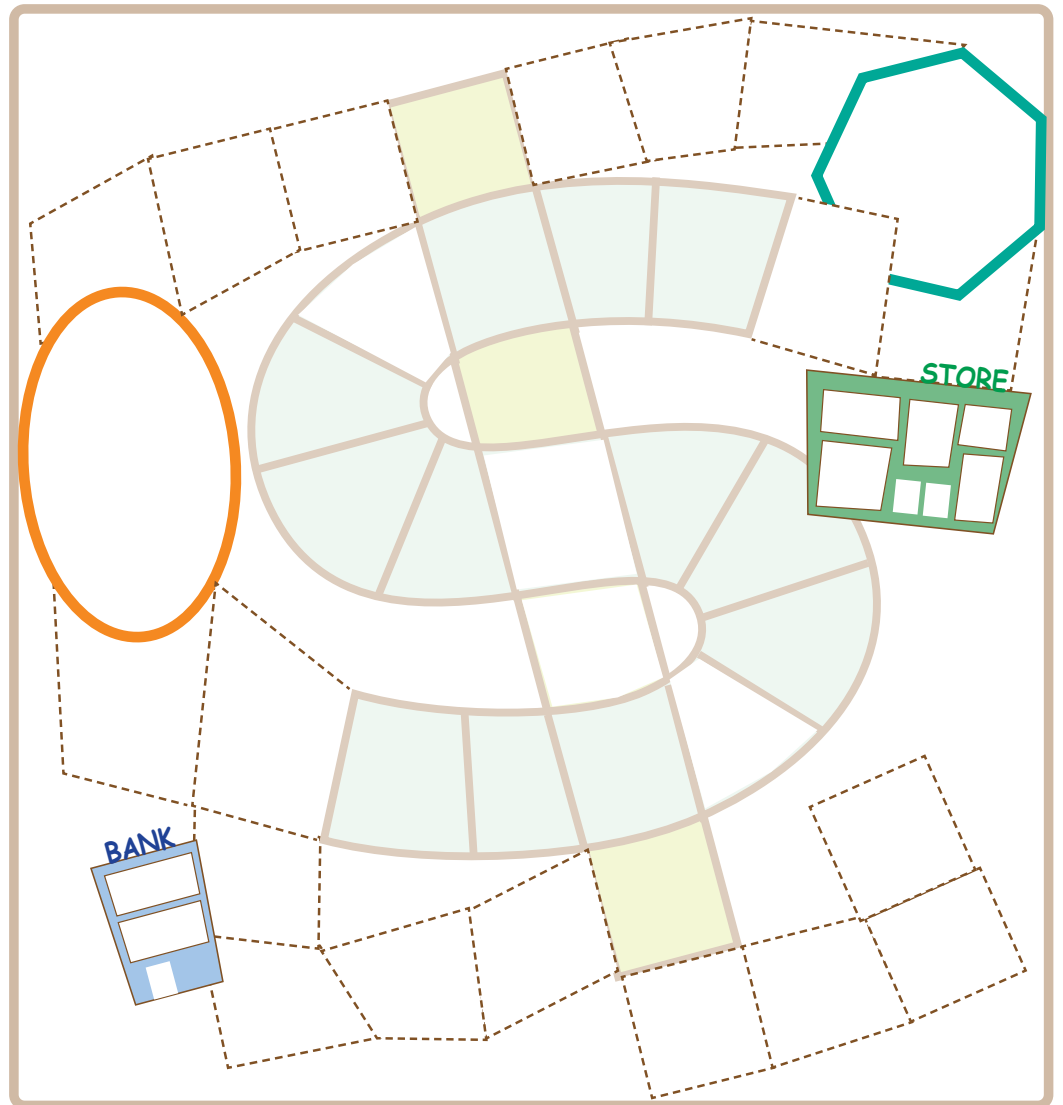
una *falla financiera* en el camino o dibuja un atajo para una venta. ¿Dónde podrías agregar un taller de manualidades donde pudieras hacer cosas en lugar de comprarlas? ¡Las formas de proteger tu dinero contra los *errores financieros* son ilimitadas!



CREA un diseño original para el juego de fallas financieras.



PRESENTA tu juego a tu familia y amigos y explica las *fallas financieras*, así como formas inteligentes de evitarlas.



Nota para maestros y padres:
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Para compartir el arte de los alumnos en redes sociales, favor de publicar con el hashtag #CrayolaCreativityWeek



Gracias a MFS Investment Management® por invertir en la creatividad.



El color inspira la creatividad
Hoja creativa

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Caring Community

Empowering Communities

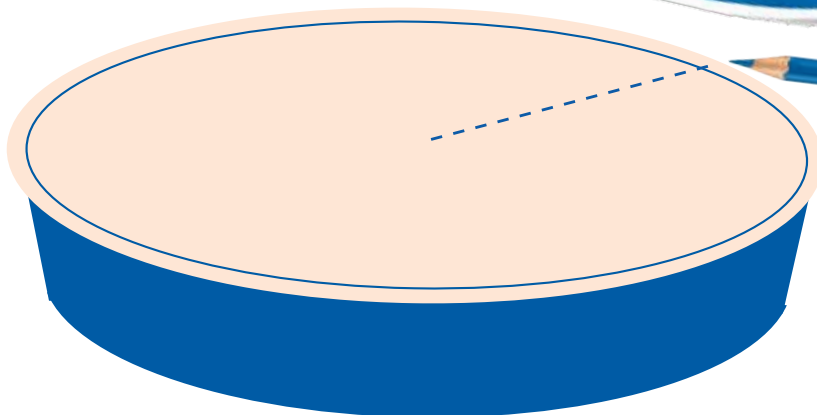


RESPOND to the needs of your community and the broader world. What environmental, animal welfare, human safety, and kindness needs are unique to where you live or universally common?



CREATE a Caring Community plan. Select a few challenges and brainstorm ways you can help. Tackling problems often takes money but many problems need additional resources. How can you contribute to a solution by investing your time, attention, creativity, and kindness to address a challenge?

Outline a plan in a pie chart that identifies a challenge you want to address. Use the size of the slices in the pie chart to indicate the proportion of everything you plan on contributing. Be inspired by the example, but don't imitate it. Design your own.

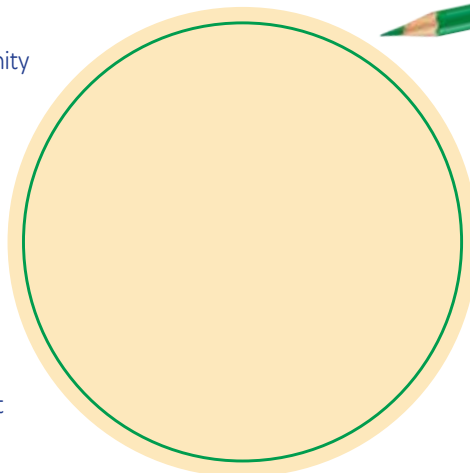


CONNECT your caring goals with personal financial savvy by creating a *budget* to:

- allocate a percentage of funds to spending,
- reserve some money as savings, and
- donate to help others or contribute to community improvements or causes around the world.

Draw a budget pie that divides into three different sized slices to show the percentages you plan on spending, saving, and contributing.

DRAW YOUR BUDGET PIE SLICES.



PRESENT your Caring Community plan and budget pie charts to family members. In the first pie, if you don't have a lot of money to donate, think of other ways you can invest your positive energy, time, and creativity to help others. In the second pie you might give less money and try to increase your saving. Discuss how planning helps inform your decisions.



Note for teachers and parents:

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Una comunidad solidaria

• Empoderando a las comunidades

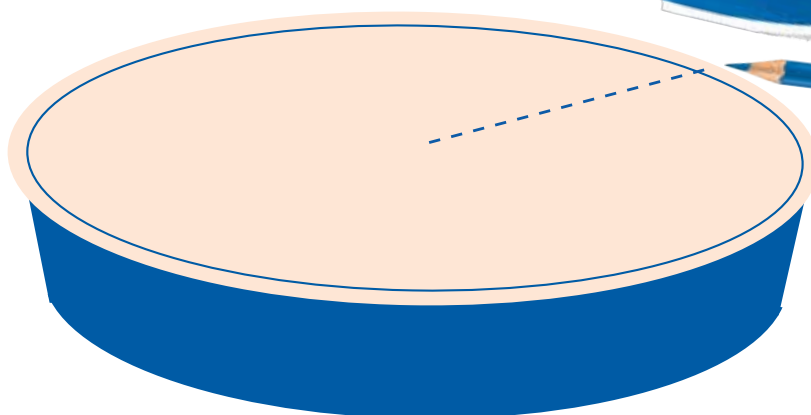


RESPONDE a las necesidades de tu comunidad y del mundo en general. ¿Qué necesidades ambientales, del bienestar de los animales, de seguridad y de bondad puedes ver en tu comunidad o en el mundo en general?



CREA un plan de *Solidaridad Comunitaria*. Selecciona algunos desafíos y haz una lluvia de ideas sobre formas de enfrentarlos. Abordar los problemas a menudo requiere dinero, pero muchos problemas necesitan recursos adicionales. ¿De qué manera puedes contribuir a una solución invirtiendo tu tiempo, atención, creatividad y bondad para abordar un desafío?

Esboza un plan en un gráfico circular que identifique un desafío que quieras abordar. Usa el tamaño de las porciones en el gráfico circular para indicar la proporción de todo lo que planeas contribuir. Inspírate en el ejemplo, pero no lo imites. Diseña el tuyo propio.



CONECTA tus objetivos de solidaridad con el conocimiento financiero personal al crear un presupuesto para:

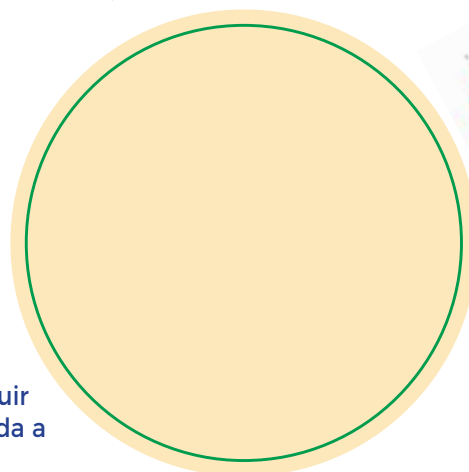
- asignar un porcentaje de los fondos a los gastos,
- apartar algo de dinero para los ahorros y
- Donar para ayudar a otros o contribuir a mejoras comunitarias u otras causas en el mundo.

Dibuja un gráfico circular para tu presupuesto que se divida en tres porciones de diferentes tamaños para mostrar los porcentajes que planeas gastar, ahorrar y contribuir.



PRESENTA tu plan de *Solidaridad Comunitaria* y los gráficos circulares del presupuesto a tus familiares. En el primer gráfico, si no tienes mucho dinero para donar, piensa en otras formas de invertir tu energía positiva, tiempo y creatividad para ayudar a los demás. En el segundo gráfico, puedes donar menos dinero y tratar de contribuir más a los ahorros. Comenta con los demás como planear te ayuda a tomar tus decisiones.

DIBUJA LAS PORCIONES DEL GRÁFICO DE TU PRESUPUESTO



Nota para maestros y padres:

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Wants Versus Needs

• Empowering Communities



RESPOND to the fact that people need things to survive and want things that make them happy.

Smart shoppers know the difference between needs and wants. What does it mean to be a savvy shopper? Think about how knowledgeable, practical, thoughtful, and wise you are when you make shopping decisions. What other words describe your shopping habits? Impulsive? Thrifty? Reflective? What else?



CREATE a shopping *needs* versus *wants* game. Start by writing a list of what you and your family need to thrive and survive.

Make another list of items you want but don't necessarily need. Then use index cards or sticky notes to create illustrated game cards, one card for each *need* or *want* item. Each player should create four cards.

As you create your list and cards, ask yourself:

- Is it essential?
- Could it be considered wasteful?
- Is it purchased or is it free (for example: hugs, friendship, or fresh air, etc.)?
- If a food, does it provide "empty calories" or nutritional value?
- What might be a substitute that is less expensive?
- Will owning this still make you feel happy next month or next year?

The first player to make four cards should design the *Savvy Shopper* award.

NEEDS

WANTS



A GOOD NIGHT'S SLEEP



CLEAN WATER



CHOCOLATE CHIP COOKIES



NEW FANCY CLOTHES



PRESENT the game cards and establish rules with players. Turn the cards so the illustrated words are face down. Each player will pick two cards on each turn. They will explain if it is a want or need and why. If other players agree that player will keep both cards. If players disagree, both cards go back to the playing field, face down, for other players to select during their turn. The game ends when all the cards are "owned" by a player. The player with the most cards at the end will receive the *Savvy Shopper* award.



CONNECT the game to real life. What items do you want that aren't needed? How might peer pressure and advertising influence that? What tips can help everyone be a *Savvy Shopper*? How can waiting before purchasing a *want* help save money that could be spent on *needs*?

Note for teachers and parents:
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Deseos o necesidades

• Empoderando a las comunidades



RESPONDE al hecho de que todos necesitan cosas para sobrevivir y desean cosas para ser felices. Los compradores inteligentes saben distinguir entre necesidades y deseos. ¿Qué significa ser un comprador inteligente? Piensa en qué tan informadas, prácticas, reflexivas y sabias son tus decisiones a la hora de hacer compras. ¿Qué otras palabras describen tus hábitos de compra? ¿Impulsivos? ¿Ahorradores? ¿Reflexivos? ¿Qué más?



CREA un juego de *necesidades* o *deseos*. Comienza escribiendo una lista de lo que tú y tu familia necesitan para prosperar y sobrevivir. Haz otra lista de artículos que quieras pero que no necesariamente necesites. Luego usa fichas o post-its para crear cartas de juego ilustradas, una tarjeta para cada artículo que necesites o desees. Cada jugador debe crear cuatro cartas.

Mientras creas tu lista y tus cartas, hazte las siguientes preguntas:

- ¿Es esencial?
- ¿Podría considerarse un derroche?
- ¿Se compra o es gratis (por ejemplo-los abrazos, la amistad, el aire fresco, etc.)?
- Si se trata de un alimento, ¿aporta «calorías vacías» o valor nutricional?
- ¿Cuál sería un sustituto más barato?
- ¿Te sentirás feliz con esta compra después de un mes o el próximo año?

El primer jugador en hacer cuatro cartas debe diseñar el premio del *Comprador Capaz*.

NECESIDADES

DESEOS



DORMIR BIEN



AGUA LIMPIA



GALLETAS CON CHISPAS DE CHOCOLATE



ROPA NUEVA Y A LA MODA



PRESENTA las cartas de juego y establece reglas con los jugadores. Pongan las cartas con las palabras ilustradas boca abajo. Expliquen si es un deseo o una necesidad y por qué. Si los demás jugadores están de acuerdo, ese jugador se quedará con ambas cartas. Si los jugadores no están de acuerdo, ambas cartas serán devueltas a la pila de juego, boca abajo, para que los otros jugadores puedan seleccionarlas en sus turnos. El juego termina cuando todas las cartas pertenecen a un jugador. El jugador con más cartas al final se llevará el premio del *Comprador Capaz*.



CONECTA el juego con la vida real. ¿Qué artículos quieres pero no son necesarios? ¿Qué influencia tienen la presión social y la publicidad en esto? ¿Qué consejos pueden ayudar a todos a ser un *Comprador Capaz*? ¿Cómo te ayuda el esperar antes de comprar algo que *deseas* a ahorrar dinero para gastar en *necesidades*?

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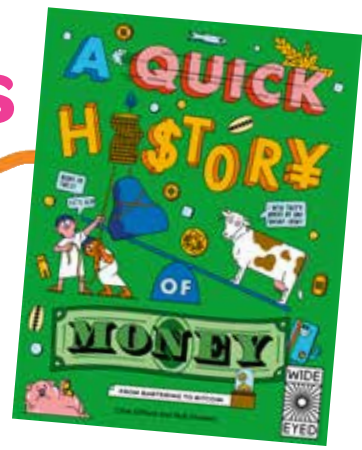
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Money-Smart Words

Empowering Communities



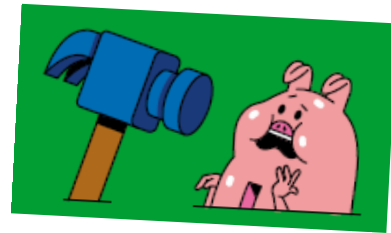
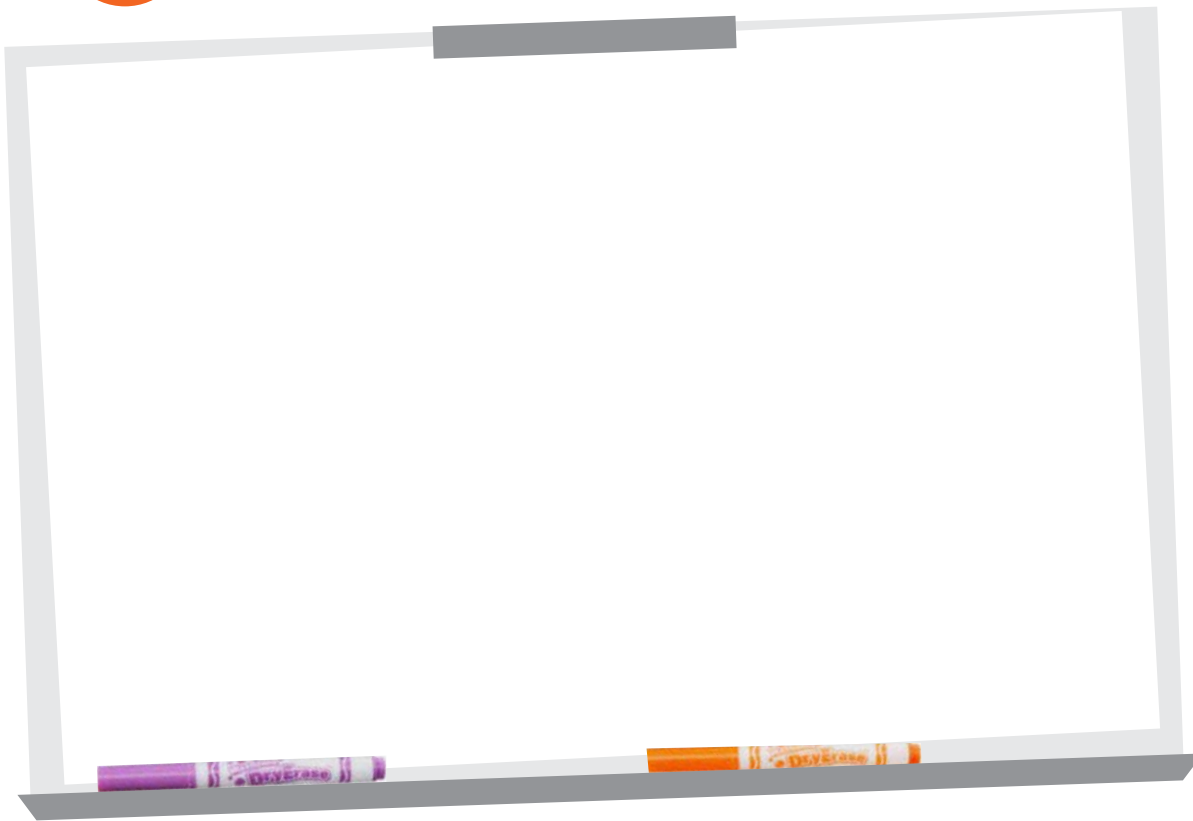
RESPOND to the money-smart vocabulary explained in the book *A Quick History of Money*. Consider how you could visually explain words like income, wealth, expenditures, debt, and savings using characters or symbols in a sketch.



CREATE a sketch that visually explains a money-smart word.



Money doesn't grow on trees or in ATMs.
- Bree S.



Expenditures can break the bank.



PRESENT your sketch to family and friends and see if they can figure out what financial literacy term your art represents.



CONNECT the power of creativity and financial literacy to preparing for a successful future. How does having a creative mindset help you envision ways to save money? How might bartering, re-purposing, and using second-hand items keep expenditures low and savings high?

Note for teachers and parents:
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El lenguaje del dinero

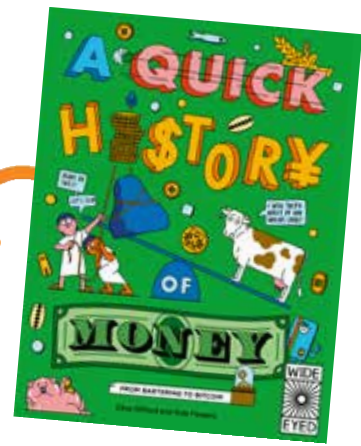
Empoderando a las comunidades



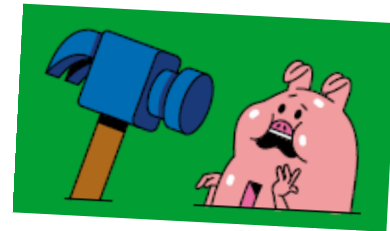
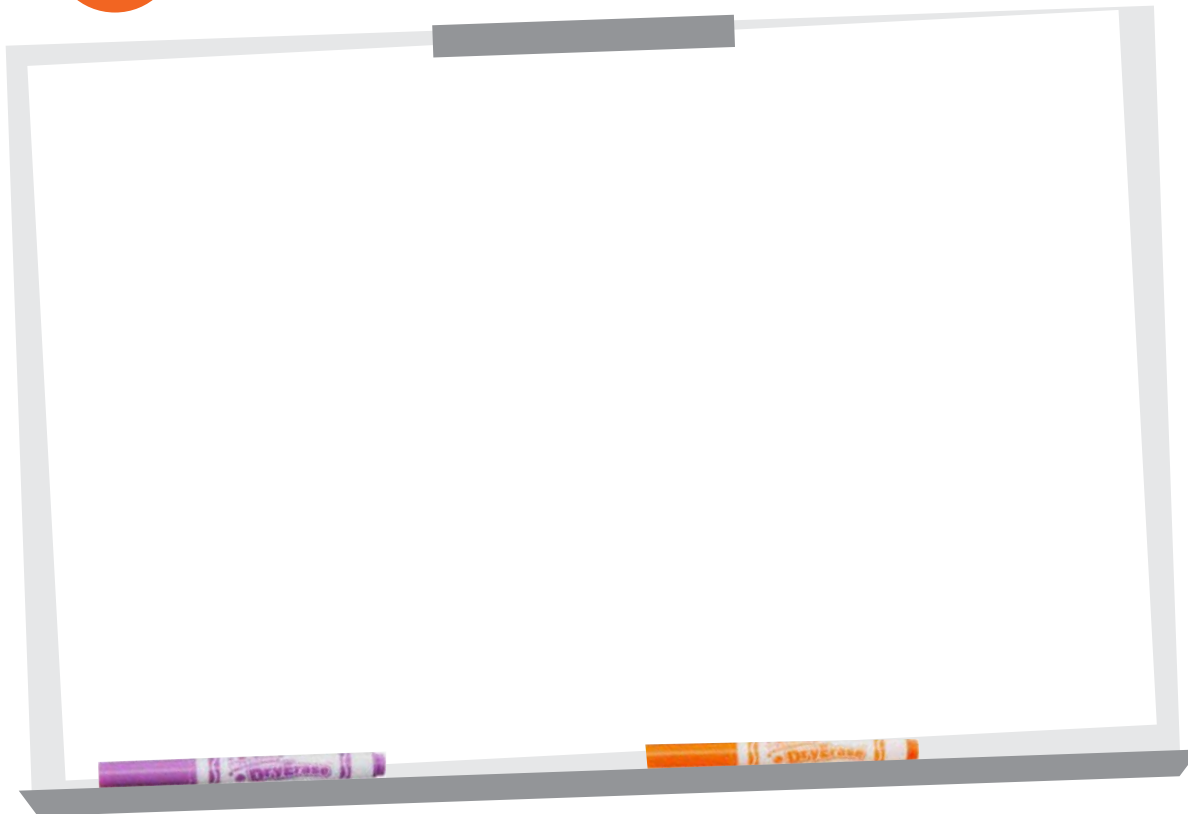
RESPONDE al vocabulario financiero definido en el libro, *A Quick History of Money*. Considera formas de representar palabras como ingresos, riqueza, gastos, deudas y ahorros de forma visual usando figuras o símbolos en un boceto.



CREA un boceto que explica de forma visual una palabra relacionada con el dinero.



*El dinero no cae del cielo,
ni de los cajeros automáticos.*
- Bree S.



*Los gastos pueden
costar un dineral.*



PRESENTA tu boceto a familiares y amigos para ver si pueden deducir el término relacionado a la educación financiera que representa tu arte.



CONECTA el poder de la creatividad y la educación financiera con la preparación para un futuro lleno de éxito. ¿Cómo te puede ayudar tener una mentalidad creativa a visualizar nuevas formas de ahorrar dinero? ¿Cómo puedes mantener bajos los gastos y altos los ahorros haciendo trueques, reutilizando cosas que ya tienes y comprando de segunda mano?

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Money Mishaps

Empowering Communities



CONNECT what you know about money with the *money mishaps* that can interfere with your budget, savings, and overall financial plans. How can you learn from the small mistakes that occur to avoid bigger, disruptive money mishaps?



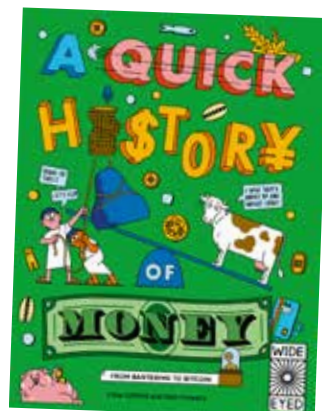
RESPOND to the illustrations by Rob Flowers in *A Quick History of Money* by sketching a way that you could avoid a money mishap. You might sketch yourself creating a budget, outlining your financial goals, or planning for your future. Or you might draw yourself in a store where you identify what you really need versus what you want. You could draw yourself as a savvy shopper detective who compares prices and finds discounts.



CREATE a sketch that shows you avoiding a *money mishap*.



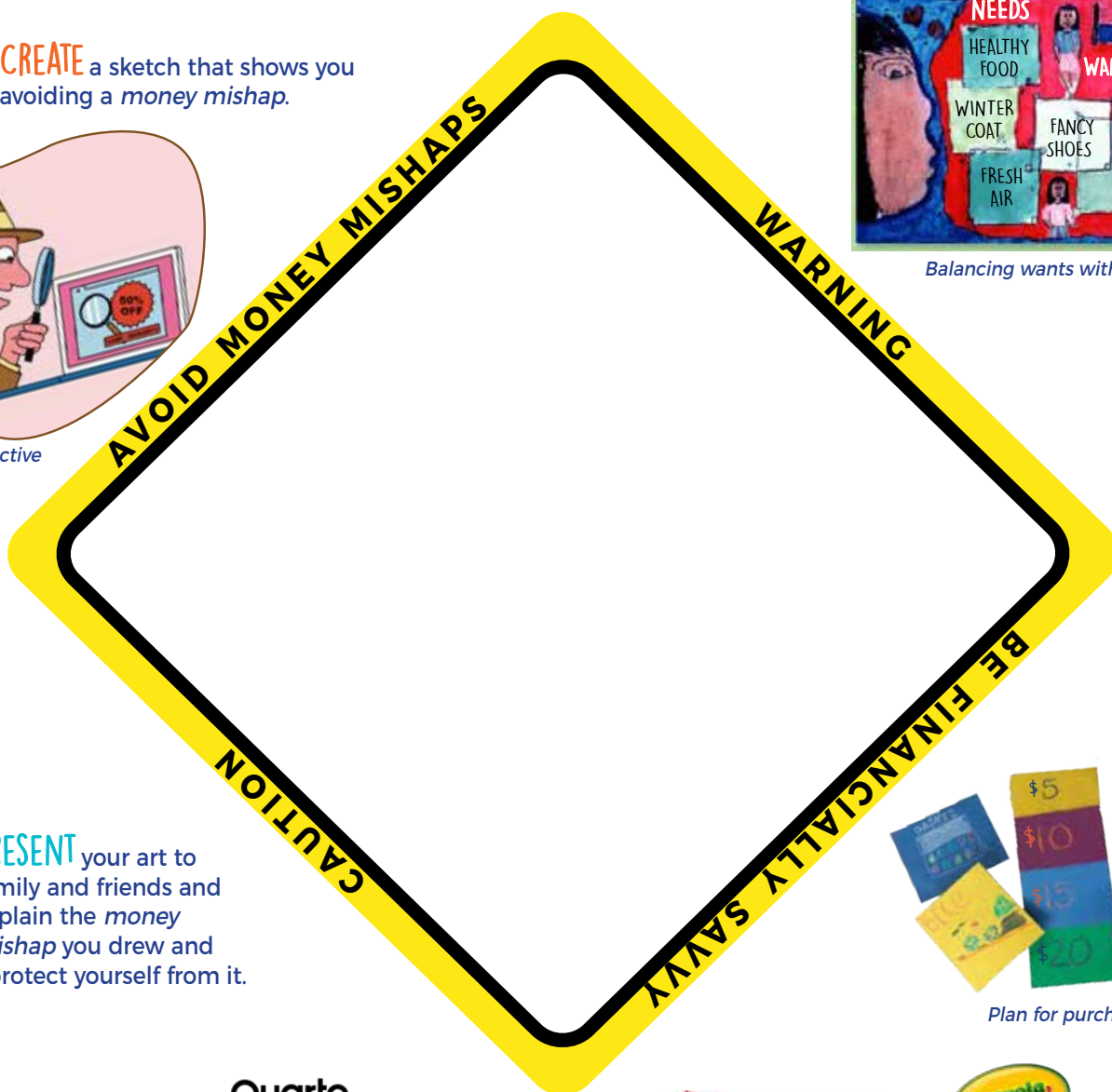
Savvy shopper detective



Balancing wants with needs



PRESENT your art to family and friends and explain the *money mishap* you drew and how you can protect yourself from it.



Plan for purchases

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Fallas financieras

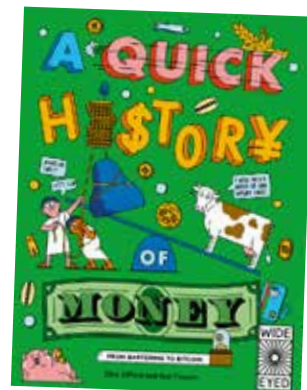
Empoderando a las comunidades



CONECTA lo que sabes del dinero con las fallas financieras que pueden estropear tu presupuesto, tus ahorros y tus planes financieros en general. ¿Qué puedes aprender de los errores pequeños para evitar fallas financieras más desastrosas?



RESPONDE a las ilustraciones de Rob Flowers en *A Quick History of Money*, dibujando una forma en que podrías evitar un error financiero. Podrías representarte a ti mismo creando un presupuesto, definiendo tus objetivos financieros o planeando tu futuro. O podrías hacer un dibujo de ti mismo en una tienda donde identificas la diferencia entre tus deseos y tus necesidades. Podrías dibujarte como un detective inteligente de compras que compara precios y encuentra descuentos.



CREA un dibujo que te represente evitando una *falla financiera*.



Detective inteligente de compras



Balanceando los deseos y las necesidades



PRESENTA tu arte a tu familia y amigos y explica la *falla financiera* que dibujaste y cómo puedes evitarla.



Planifica las compras

EVITA LAS FALLAS FINANCIERAS

ADVERTENCIA

PRECAUCIÓN

SE INTELIGENTE CON LAS FINANZAS

Nota para maestros y padres:

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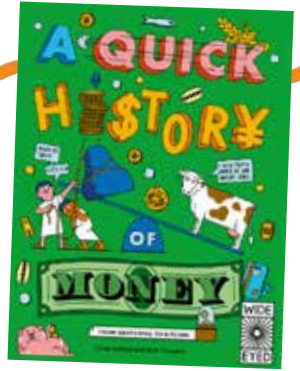
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Empowering Communities

Family Guide

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This guide helps families **PREPARE** for the Crayola Creativity Week daily theme *Empowering Communities*. You can print the two downloadable Thinking Sheets: *Money-Smart Words* and *Money Mishaps*, or you could use the Thinking Sheets as your guide while children work on plain paper. Either way, children can use a variety of art materials you have on hand.

Building financial literacy skills begins in childhood and establishes the foundation for a lifelong financially savvy mindset. Blending creative experiences with information about finances helps the entire family navigate through the many money decisions they will make today and in the future. Enjoy the video, book segments that are read aloud by Michael Rainey, Jr., and art activities that will help kids understand money matters and how to protect themselves from money mishaps.

LEARNING OBJECTIVES—Children will:

- explore creative ways to build financial literacy skills including setting financial goals, planning a budget, finding ways to spend less, saving for the future, and avoiding money mishaps,
- identify the difference between wants and needs and learn why it is important to be money-smart and to find money-saving solutions through savvy shopper detective work,
- understand basic financial literacy vocabulary such as *income*, *wealth*, *expenditures*, *debt*, and *savings*, and
- develop an empowered mindset to help them make wise money decisions and navigate their financial future.



Using the *Money-Smart Words* Thinking Sheet, ask children to **RESPOND** to the humorous illustrations that explain financial literacy words. During the daily feature video, the book *A Quick History of Money* is read aloud to inspire kids to explore money words that interest them and then create sketches that explain those ideas.



Money doesn't grow on trees or in ATMs.

—Bree S.



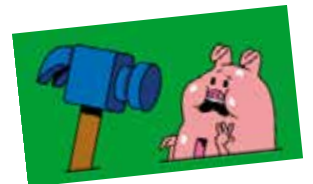
Discuss the money-smart words as children **CREATE** sketches that illustrate a situation, action, or financial literacy concept. This serious topic can be fun and relevant to kids of all ages when they focus on money matters that interest them.



After children have completed their illustrations, ask them where they'd like this art to be displayed. If their sketches **PRESENT** ideas for reducing food waste or comparing grocery prices, hanging the art on the refrigerator makes sense. If their art is focused on savings or planning for the future, what would be a good place to display those sketches?



Help kids **CONNECT** money-smart words with the many everyday situations where they and others make financial decisions. Weave money-smart words into conversations as your family is grocery shopping, selecting entertainment, repurposing items you already own, and discussing future careers. Remind kids that there can be many right answers in these conversations. Help them connect their ideas with other possibilities by saying, "Yes, and..." to help them think in flexible and open-minded ways.



Expenditures can break the bank.

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Empowering Communities Family Guide

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The **Money Mishaps** Thinking Sheet can help children **CONNECT** money-smart behaviors with ways they can avoid money mishaps. Children of all ages enjoy doing some detective work to figure out “What if...?” while discussing imagined and real situations that could put their money at risk. In each scenario, emphasize the importance of having a financially savvy mindset.



Have children **RESPOND** to situations that could put money plans or savings at risk by selecting one for their **Money Mishaps** art. They might focus on the difference between *needs* and *wants*, how to repurpose an item they already own, or how they will become savvy shoppers by comparing prices and looking for discounts. As children sketch, share your own money stories including those that have worked out well and those that have been challenging.



Savvy shopper
detective



Have family members **CREATE** sketches of themselves avoiding money mishaps by being a savvy shopper detective, identifying wants versus needs, and making good decisions.



Balancing wants with needs



As family members **PRESENT** and explain their art, discuss what they've learned about money-smart words and how to avoid money mishaps. Discuss what family members will do differently as they make money decisions and navigate the financial realities of everyday life.



After family members have completed the **Empowering Communities** activities, ask them to **REFLECT** on what they have learned, why financial literacy matters, and other money topics they are curious about.



Note for teachers and parents:

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Learning

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Family Guide

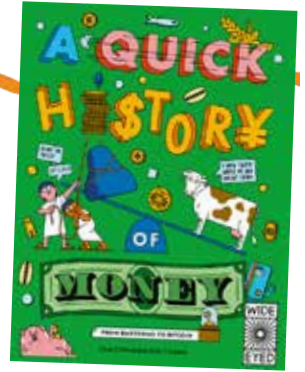
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Empoderando a las comunidades

Guía familiar

El color inspira la creatividad



Esta guía ayuda a las familias a **PREPARARSE** para el tema del día de la Semana de la creatividad de Crayola: *Empoderando a las comunidades*. Puedes imprimir las dos hojas creativas descargables: *El lenguaje del dinero* y *Fallas financieras*, o puedes dejar que las hojas creativas te sirvan de guía mientras los niños trabajan con papel en blanco. De todas formas, los niños pueden usar una variedad de materiales de arte que tengas a la mano.

El desarrollo de la educación financiera comienza en la infancia y sienta las bases para una mentalidad financiera de por vida. Combinar las experiencias creativas con información sobre las finanzas ayuda a toda la familia a navegar entre las muchas decisiones financieras que tomarán hoy y en el futuro. Disfruta del video, de los pasajes del libro que Michael Rainey, Jr. lee en voz alta y de las actividades artísticas que ayudarán a los niños a entender temas de dinero y cómo evitar los errores financieros.

OBJETIVOS DE APRENDIZAJE—los niños:

- explorarán formas creativas de desarrollar habilidades de educación financiera, incluyendo fijar metas financieras, planificar un presupuesto y encontrar formas de gastar menos, ahorrar para el futuro y evitar errores financieros,
- identificarán la diferencia entre los deseos y las necesidades y aprenderán por qué es importante administrar bien el dinero y encontrar soluciones para ahorrar dinero gracias a un trabajo de detective inteligente de compras,
- comprenderán el vocabulario básico de la educación financiera como: *ingresos, riqueza, gastos, deudas y ahorros*, y
- desarrollarán una mentalidad empoderada que les ayudará a tomar decisiones financieras sabias y a navegar su futuro financiero.



Utilizando la hoja creativa: *El lenguaje del dinero*, pide a los niños que **RESPONDAN** a las ilustraciones humorísticas que definen palabras relacionadas con la educación financiera. Durante el video especial del día, se lee en voz alta el libro *A Quick History of Money* (*Breve historia del dinero* en español) para inspirar a los niños a explorar palabras de su interés para hablar del dinero y luego crear bocetos que expliquen esas ideas.



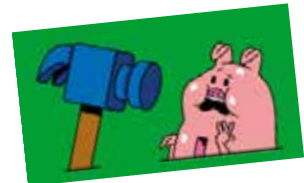
El dinero no cae del cielo, ni de los cajeros automáticos.
—Bree S.



Hablen sobre el lenguaje del dinero mientras los niños **CREEN** bocetos que ilustren una situación, acción o concepto de la educación financiera. Este tema serio puede ser divertido y relevante para niños de todas las edades cuando se enfocan en asuntos económicos que les interesan.



Cuando los niños hayan terminado sus ilustraciones, pregúntales dónde les gustaría que se exhiba su arte. Si sus bocetos **PRESENTAN** ideas para reducir el desperdicio de alimentos o comparar precios en los supermercados, tiene sentido colgar el arte del refrigerador. Si su arte se centra en ahorrar o planificar el futuro, ¿cuál sería un buen lugar para exponer esos bocetos?



Los gastos pueden costar un dineral.



Ayuda a los niños a **CONECTAR** el lenguaje del dinero con las muchas situaciones cotidianas en las que ellos y otros toman decisiones financieras. Usa el lenguaje del dinero mientras tu familia hace las compras, decide como entretenerse, reutiliza artículos que ya tiene y habla de carreras futuras. Recuerda a los niños que puede haber muchas respuestas correctas en estas conversaciones. Ayúdales a conectar sus ideas con otras posibilidades diciendo: «Sí, y...» para ayudarles a pensar de manera flexible y abierta.

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Guía familiar

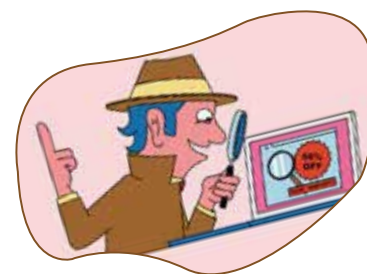
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La hoja creativa, **Fallas financieras**, puede ayudar a los niños a **CONECTAR** los comportamientos financieramente astutos con formas de evitar errores con el dinero. Los niños de todas las edades disfrutan de hacer un trabajo de investigación para responder a la pregunta «¿qué pasaría si...?» mientras comentan situaciones reales o imaginadas que podrían poner en riesgo su dinero. En cada situación hipotética, haz hincapié en la importancia de pensar como expertos financieros.



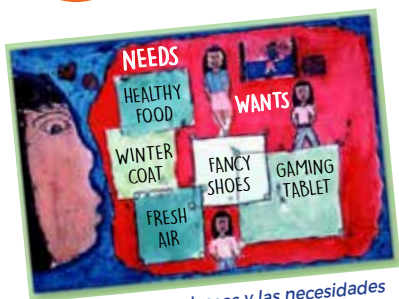
Haz que los niños **RESPONDAN** a situaciones que pueden poner en riesgo sus planes financieros o sus ahorros representando una de ellas en su arte de *Fallas financieras*. Podrían enfocarse en la diferencia entre *necesidades* y *deseos*, cómo reutilizar un artículo que ya tienen o cómo se convertirán en compradores inteligentes al comparar precios y buscar descuentos. Mientras los niños dibujen, comparte tus propias historias financieras, incluyendo aquellas que han funcionado bien y aquellas que han sido difíciles.



Detective inteligente de compras



Haz que los familiares **CREEN** bocetos de sí mismos evitando fallas financieras gracias a su trabajo de detective inteligente de compras, distinguiendo entre deseos y necesidades y tomando buenas decisiones.



Balanceando los deseos y las necesidades



A medida que los familiares **PRESENTEN** y expliquen su arte, comenten lo que aprendieron sobre el lenguaje del dinero y como evitar fallas financieras. Hablen sobre los cambios que harán los miembros de familia a la hora de tomar decisiones financieras y como navegarán las realidades cotidianas del dinero.



Cuando los miembros de la familia hayan terminado las actividades de *Empoderando a las comunidades*, pídeles que **REFLEXIONEN** sobre lo que aprendieron, la importancia de la educación financiera y otros temas relacionados con el dinero que les llamen la atención.



Nota para maestros y padres:

Para más inspiración creativa y exploraciones prácticas, ve a [Crayola.com/CreativityWeek](https://www.crayola.com/CreativityWeek)

Para compartir el arte de los alumnos en redes sociales, favor de publicar con el hashtag [#CrayolaCreativityWeek](https://www.crayola.com/CreativityWeek)



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Guía familiar

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