



Smart Investing@your library[®] Builds Nebraska Communities

*A grant awarded by the
American Library Association and the FINRA Investor Education Foundation
to the Nebraska Library Commission and the Northeast Library System
to provide financial literacy training at 22 libraries across Nebraska*

As you prepare to offer financial education activities and classes through your libraries, you probably have already cataloged your new resource materials. The merchandising ideas in this packet should help you alert your library customers to the information and resources that will help them make informed decisions about budgeting, money management, saving for college, buying a home, retirement planning, and more.

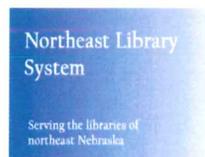
As you set up displays and Point of Purchase communication pieces, you'll want to attempt to:

- Promote the materials to appropriate target audiences (Young Adults—age 20-40, Retirees, Pre-retirees, etc.). Included in this packet: posters, flyers, bookmarks, table tents—to be used inside and outside the library. Please customize these materials with your local library information.
- Merchandise the materials inside the library by creating a display of these materials. Republican Valley Library System Director Denise Harders started a Pinterest Board for displays related to finance and money. She will continue to add to it, AND we ask that all Nebraska libraries share photos of their display so the Pinterest Board, at <http://www.pinterest.com/repvalley/displays-about-finance/>, continues to grow.
- Be sure to post Point of Purchase reminders at the circulation desk, reference desk, etc.
- Refer library customers with financial questions to online resources, such as those available at <http://nebraskaccess.ne.gov/moneyandinvesting.asp>.
- Refer library customers with financial questions to downloadable financial education Audiobooks and eBooks at <http://nebraska.lib.overdrive.com>, search on Finance or Business.
- Collect comment cards (in front pocket of each book) from library customers that use the materials and return them to JoAnn McManus, Nebraska Library Commission, 1200 N Street, Suite 120, Lincoln, NE 68508-2023. When you are running low on comment cards, you may request more by contacting JoAnn at joann.mcmanus@nebraska.gov
- You can also borrow additional books and DVDs (in bulk or by single title) from the Nebraska Library Commission's FINRA loan collection. Loan period is: **two months**. Return postage is at the library's expense. More information about NLC's FINRA Loan Collection is available at <http://nlc.nebraska.gov/grants/finra/loancollection.aspx>

Thanks so much for working on this important educational project. More information can be found at <http://nlc.nebraska.gov/grants/finra/index.aspx>.



Nebraska
Library Commission



SAMPLE PRESS RELEASE FOR LOCAL MATERIALS ANNOUNCEMENT

FOR IMMEDIATE RELEASE:

DATE

FOR MORE INFORMATION:

CONTACT NAME

PHONE/E-MAIL

[YOUR LIBRARY'S NAME] is part of a statewide grant awarded by the American Library Association and the FINRA Investor Education Foundation to the Nebraska Library Commission and the Northeast Library System to provide financial literacy training at 22 libraries across Nebraska

[LIBRARY NAME] Announces New Financial Education Materials Available

[LIBRARY NAME] is pleased to announce that access to better financial and investor information resources and educational programs are coming to [Town/City] through the *Smart Investing@your library® Builds Nebraska Communities* project.

[LIBRARY NAME] is one of 22 public libraries in Nebraska chosen through a competitive process to participate in this program. This prestigious grant is helping to build the capacity of [LIBRARY NAME] to provide effective, unbiased financial education to the community. New books and DVDs to help our residents make informed decisions about budgeting, money management, saving for college, buying a home, retirement planning, and more are **now available** in the library, and via downloadable audiobooks and ebooks.

“It’s an honor to be tapped for this generous grant from the FINRA Investor Education Foundation. The funding will make an array of free, unbiased financial information programs possible in our community,” said NAME OF LIBRARY SPOKESPERSON. “*Smart Investing@your library® Builds Nebraska Communities* gives us the chance to innovate. We’re excited by the prospect of collaborating in new ways with trusted community partners to deliver information that helps people build a brighter financial future.”

[LIBRARY NAME] will be working with University of Nebraska Extension Educators, Nebraska Library Commission and the Northeast Library System staff, and [a number of civic groups, including [NAME/S]] to offer educational programs and activities to complement the library materials.

“The libraries participating in this grant program make reliable financial information and education readily accessible in their communities,” said Gerri Walsh, President of the FINRA Foundation. “Libraries are paying close attention to their communities’ needs and aspirations, and can respond in creative, sustainable ways to help residents achieve financial goals for themselves and their families.”

This program is made possible by a grant from the FINRA Investor Education Foundation through Smart investing @ your library®, a partnership with the American Library Association.

The FINRA Investor Education Foundation supports innovative research and educational projects that give underserved Americans the knowledge, skills and tools necessary for financial success throughout life. For details about grant programs and other FINRA Foundation initiatives, visit www.finrafoundation.org.

FINRA, the Financial Industry Regulatory Authority, is the largest non-governmental regulator for all securities firms doing business in the United States. FINRA is dedicated to investor protection and market integrity through effective and efficient regulation and complementary compliance and technology-based services. FINRA touches virtually every aspect of the securities business — from registering and educating all industry participants to examining securities firms, writing and enforcing rules and the federal securities laws, informing and educating the investing public, providing trade reporting and other industry utilities and administering the largest dispute resolution forum for investors and registered firms. For more information, please visit www.finra.org.

Smart investing @ your library® is a partnership between the Reference and User Services Association (RUSA), a division of the American Library Association, and the FINRA Investor Education Foundation. The program supports public libraries and community college libraries across the country in their efforts to meet financial education needs at the local level. Visit <http://smartinvesting.ala.org> for details.

The Reference and User Services Association, a division of the American Library Association, is the foremost organization of reference and information professionals who make the connections between people and the information sources, services and collection materials they need. For more information, please visit www.ala.org/rusa. The American Library Association is the oldest and largest library association in the world, with more than 60,000 members. Its mission is to promote the highest quality library and information services and public access to information. For more information, please visit www.ala.org or call (800) 545-2433 ext. 4279.

###

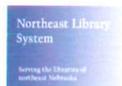
Gain

FINANCIAL EDUCATION



Check out our new materials for money management.
Smart Investing@YourLibrary® Builds Nebraska Communities

nebraskaccess.ne.gov/moneyandinvesting.asp

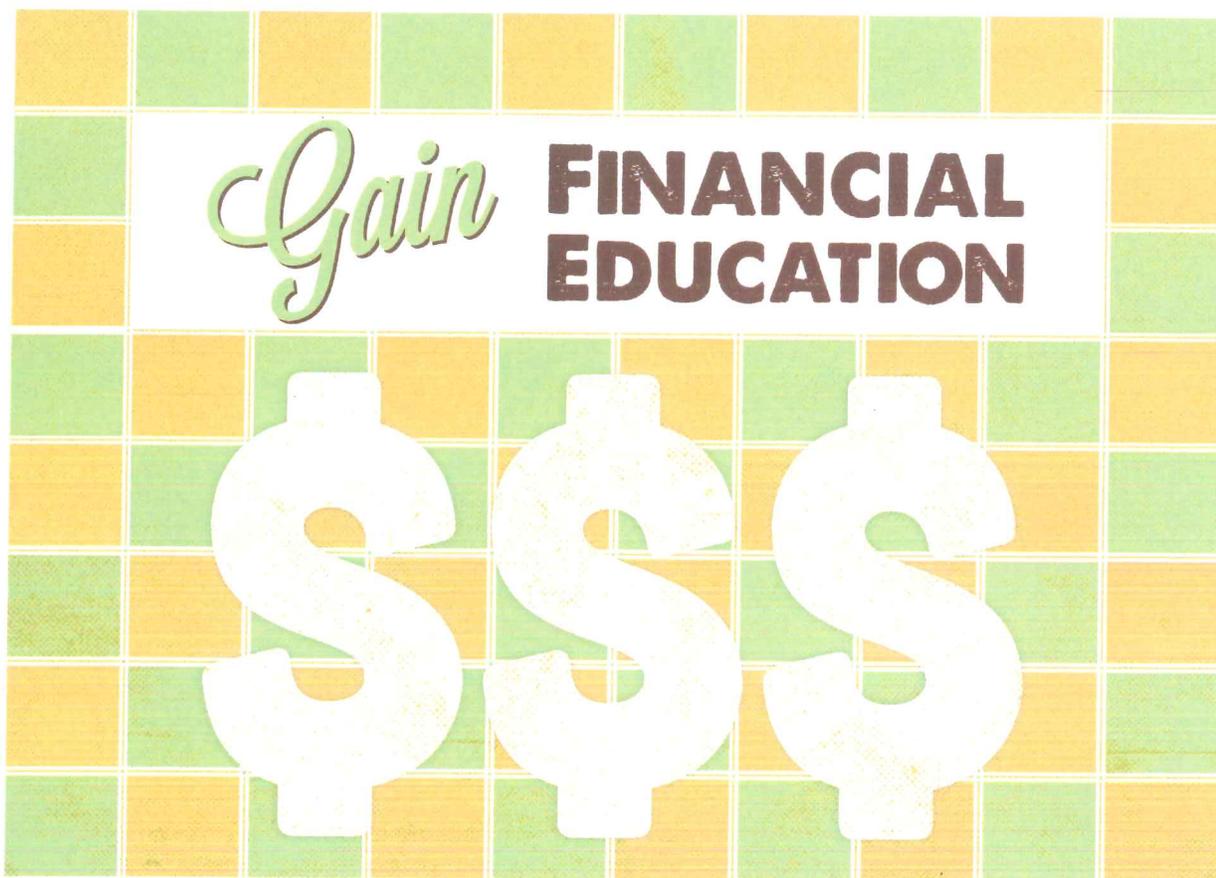


Nebraska
Library Commission

ALA American
Library Association



This program is made possible by a grant from the FINRA Investor Education Foundation through Smart Investing@your library®, a partnership with the American Library Association. This program is sponsored by the Nebraska Library Commission and Northeast Library System.



Check these materials out today!

For more information:

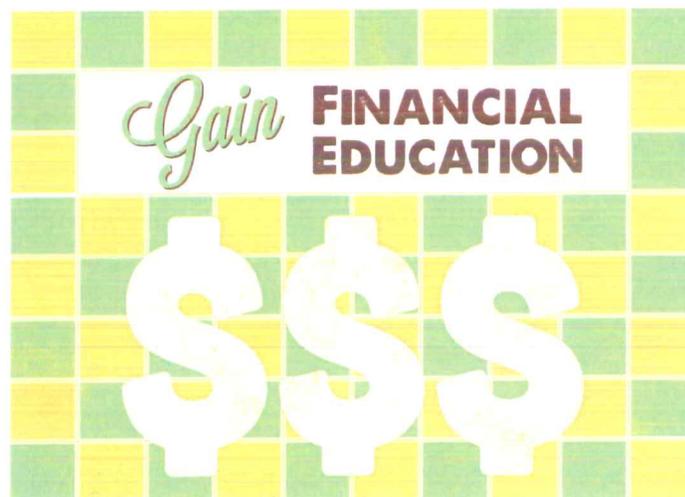
NebraskAccess.ne.gov/moneyandinvesting.asp

or

**Download Financial Education Audiobooks/eBooks:
Nebraska.lib.overdrive.com, search on Finance or Business**

READY FOR RETIREMENT?

Take advantage of free, unbiased resources and sign up for a 4 week online curriculum to help you make better decisions about your money and plan for retirement



Saturday, January 17 at 2pm- Kick-Off Event

January 18– February 13- complete online curriculum; computer assistance will be available

Saturday, February 14 at 2pm- Wrap-Up Event

Enter to win an iPod Shuffle if present at both kick off and wrap up

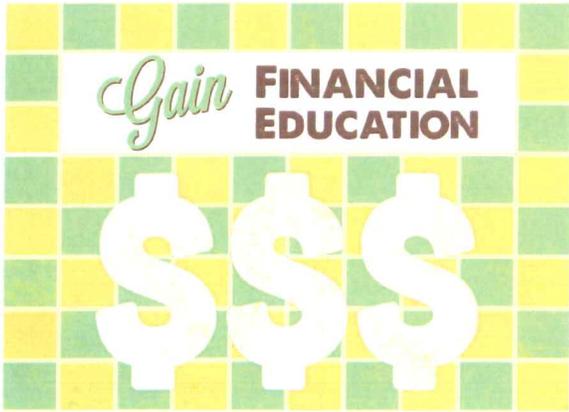


www.columbusne.us/library

2504 14th St

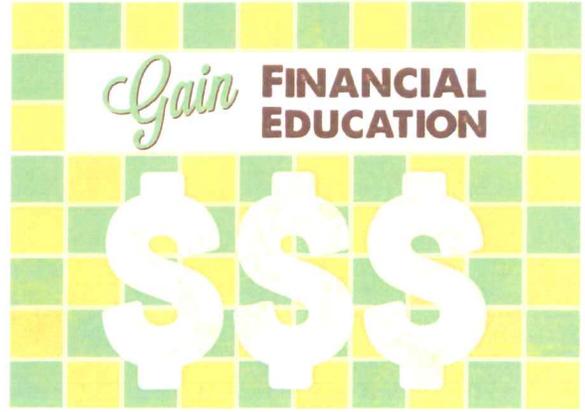
402-564-7116

This program, administered by the Nebraska Library Commission and the Northeast Library System, is made possible by a grant from the FINRA Investor Education Foundation through Smart Investing@your library®, a partnership with the American Library Association.



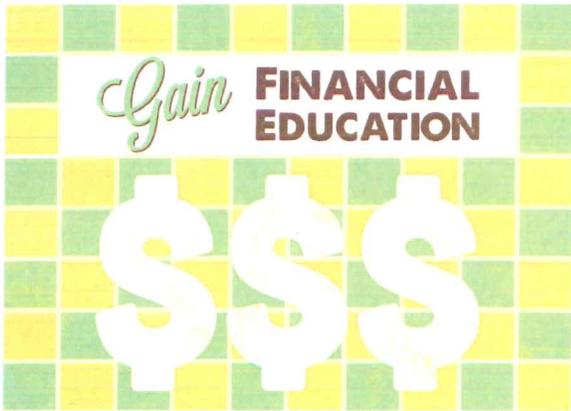
4 week online curriculum to help you make better decisions about your money and plan for retirement

2504 14th St 402-564-7116
www.columbusne.us/library



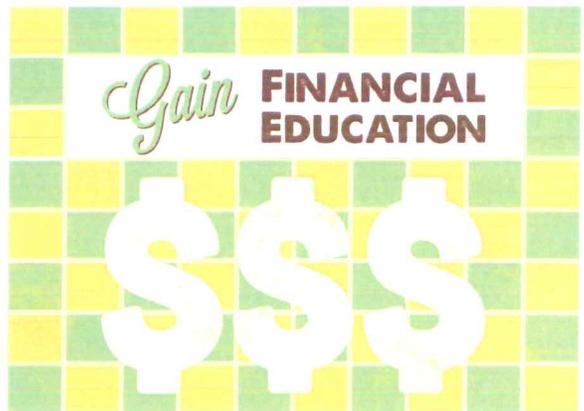
4 week online curriculum to help you make better decisions about your money and plan for retirement

2504 14th St 402-564-7116
www.columbusne.us/library



4 week online curriculum to help you make better decisions about your money and plan for retirement

2504 14th St 402-564-7116
www.columbusne.us/library



4 week online curriculum to help you make better decisions about your money and plan for retirement

2504 14th St 402-564-7116
www.columbusne.us/library

Saturday, January 17: 2pm Kick-Off Event

January 18– February 13: complete online

curriculum; computer assistance will be available

Saturday, February 14: 2pm Wrap-Up Event

Enter to win an iPod Shuffle if present at both kick off and wrap up



This program, administered by the Nebraska Library Commission and the Northeast Library System, is made possible by a grant from the FINRA Investor Education Foundation through Smart Investing@your library®, a partnership with the American Library Association.

Saturday, January 17: 2pm Kick-Off Event

January 18– February 13: complete online

curriculum; computer assistance will be available

Saturday, February 14: 2pm Wrap-Up Event

Enter to win an iPod Shuffle if present at both kick off and wrap up



This program, administered by the Nebraska Library Commission and the Northeast Library System, is made possible by a grant from the FINRA Investor Education Foundation through Smart Investing@your library®, a partnership with the American Library Association.

Saturday, January 17: 2pm Kick-Off Event

January 18– February 13: complete online

curriculum; computer assistance will be available

Saturday, February 14: 2pm Wrap-Up Event

Enter to win an iPod Shuffle if present at both kick off and wrap up



This program, administered by the Nebraska Library Commission and the Northeast Library System, is made possible by a grant from the FINRA Investor Education Foundation through Smart Investing@your library®, a partnership with the American Library Association.

Saturday, January 17: 2pm Kick-Off Event

January 18– February 13: complete online

curriculum; computer assistance will be available

Saturday, February 14: 2pm Wrap-Up Event

Enter to win an iPod Shuffle if present at both kick off and wrap up



This program, administered by the Nebraska Library Commission and the Northeast Library System, is made possible by a grant from the FINRA Investor Education Foundation through Smart Investing@your library®, a partnership with the American Library Association.



Gain FINANCIAL EDUCATION



Check out our new materials for money management. Smart Investing@YourLibrary® Builds Nebraska Communities

nebraskaccess.ne.gov/moneyandinvesting.asp



Nebraska Library Commission

ALA American Library Association



Check out our new materials for money management. Smart Investing@YourLibrary® Builds Nebraska Communities.

Download Financial Education Audiobooks and eBooks:
<http://nebraska.lib.overdrive.com>, search on Finance or Business

Find links to Financial Education sites:
NebraskAccess.ne.gov/moneyandinvesting.asp



Nebraska Library Commission

ALA American Library Association

FINRA Investor Education FOUNDATION

This program is made possible by a grant from the FINRA Investor Education Foundation through Smart Investing@your library®, a partnership with the American Library Association. This program is sponsored by the Nebraska Library Commission and Northeast Library System.