



Financial Literacy Community Nights Project Guidelines (Aligned with DECA Competition)

Financial Literacy Community Nights projects will be aligned with DECA's competition guidelines and incorporate project management techniques to deliver financial literacy education.

Teams competing in the DECA Financial Literacy Project whose project also aligns with the Financial Literacy Community Night Guidelines will also be entered into a separate competition.

Prizes for the **Financial Literacy Community Nights Competition**:

- **First Place:** \$1,000
- **Second Place:** \$500
- **Third Place:** \$250

(The above-listed prize amounts are awarded to the team to be dispersed among members, not to individual members.)

Project Overview:

- Teams will use **project management processes** to:
 1. **Identify a Financial Education Need** in their community.
 2. **Organize a Community Event** to promote the importance of financial literacy, covering topics like spending and saving, credit and debt, employment and income, investing, risk and insurance, and financial decision-making.
 3. **Conduct Training** delivered by students or community partners, focusing on the chosen financial literacy topic.

Guidelines:

1. Project Management Process:

- **Initiation:** Conduct research or surveys to identify gaps in financial knowledge within the community where the school resides. Choose a financial topic (e.g., budgeting, credit, investing) that addresses these gaps.
- **Planning:** Develop a detailed project plan that includes timelines, budget, resource allocation, and task delegation among team members.
- **Execution:** Organize the event, ensuring it delivers comprehensive financial education covering:
 - **Spending and Saving:** Best practices for budgeting and saving strategies.
 - **Credit and Debt:** Understanding credit scores and managing debt.
 - **Employment and Income:** Basics of salary, benefits, and career financial planning.

- **Investing:** Introduction to investing and long-term financial growth.
- **Risk and Insurance:** Educating on managing financial risks and the role of insurance.
- **Financial Decision-Making:** Empowering participants to make informed financial choices.

2. Event Organization:

- **Venue & Logistics:** Select a community-friendly venue, such as your school. Coordinate all logistics to ensure a smooth experience.
- **Materials & Resources:** Develop easy-to-understand educational materials and ensure accessibility to all participants.
- **Community Involvement:** Collaborate with local financial experts or businesses to strengthen the credibility and outreach of the event.

3. Content & Delivery:

- **Financial Literacy Focus:** The project must prioritize comprehensive financial literacy education across the areas listed above.
- **Interactive Elements:** Include Q&A sessions, role-playing, case studies, or financial simulations to engage the audience.
- **Diverse Approaches:** Tailor content to the different age groups and financial literacy levels of attendees.

4. Evaluation & Reporting:

- **Impact Measurement:** Evaluate the effectiveness of the event by gathering feedback and assessing whether attendees feel more confident and informed about the chosen financial topic.
- **Project Submission:** Submit a detailed report to DECA and the Utah Office of State Treasurer including:
 - The identified financial literacy need and the project management process used.
 - Event planning and execution details.
 - Participant feedback and measurable outcomes.

5. Judging Criteria:

Projects will be judged based on:

- **Community Need:** The degree to which the project addressed a specific financial literacy gap.
- **Project Management:** Effective use of planning, execution, and evaluation processes.
- **Innovation:** Creative approaches to financial literacy education.
- **Impact:** Demonstrated improvement in financial knowledge among attendees.

This competition allows students to apply **project management** skills while addressing critical financial literacy issues in their communities.