



***Biz Kid\$* Outreach Booth Kit**



Introducing *Biz Kid\$*:

Biz Kid\$ is the fun, fast-paced public television series where kids teach kids about money and business. Whether a handbag designer, podcast host, or a dog groomer, the young business owners on the series inspire viewers to turn their passions into profit. Comedy sketches and spoofs of movies make the series a hit with kids and parents alike. **Biz Kid\$** also shows how to use credit wisely and illustrates the importance of saving, budgeting, investing, and giving back to the community.

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Introducing *Biz Kid\$*:

Biz Kid\$ is the fun, fast-paced public television series where kids teach kids about money and business. Whether a handbag designer, podcast host, or a dog groomer, the young business owners on the series inspire viewers to turn their passions into profit. Comedy sketches and spoofs of movies make the series a hit with kids and parents alike. **Biz Kid\$** also shows how to use credit wisely and illustrates the importance of saving, budgeting, investing, and giving back to the community.

Purpose of the Booth Kit: The following kit is to assist your organization in setting up an interesting and interactive table or booth to introduce **Biz Kid\$** to your community. The kit can be used at such events as school events, community fairs, festivals, event displays, conferences, or open houses.

Community Partnerships: **Biz Kid\$** lends itself to community partnerships and outreach. When planning a booth or display for an event, consider inviting community partners to co-sponsor and share their resources around financial literacy and education. This will allow you to find ways to extend the reach of the **Biz Kid\$** series and design additional ways to partner around community outreach. The **Biz Kid\$** series is funded by **A Coalition of America's Credit Unions**. Credit unions are natural partners for conducting outreach. They are devoted to providing financial education to their members and communities, as not-for-profit institutions. You can find credit union partners locally or regionally. Search the following directory by region to locate potential partners. **National Credit Union Administration:** <http://www.ncua.gov/indexdata.html> If you are part of a credit union or another organization, please contact your local public broadcasting station. They broadcast the series and may also provide outreach, education and training around the series. You can search for your local public television station by zip code at: http://www.pbs.org/stationfinder/stationfinder_relocalize.html

Other Potential Community Partners:

Many organizations support youth financial education and entrepreneurial skills development. Other organizations are interested in developing social entrepreneurial skills in youth through service learning initiatives. Seek out these types of organizations in your community to find partners and supporters for outreach events, booth display and other educational initiatives.



Other Potential Partnering Organizations Include:

Financial Education: These organizations are interested in promoting business, finance, and entrepreneurial skills.

- JumpStart Coalition for Personal Financial Literacy: Contact state associations to find state coalitions of organizations that support youth financial education.
<http://www.jumpstart.org/states.cfm>
- Business Associations & Chambers of Commerce
- Entrepreneur and Investment Associations

Volunteer and Service Learning Organizations: These organizations will be interested in the social entrepreneurs, social causes and service learning.

- Service organizations: Rotary, Lions, Kiwanis, Sertoma, Junior League, Optimists, etc.
- Supporters of Community Causes: United Way, Community Foundations, and Government Entities
- Not-for-Profits and Social Causes: Organizations interested in youth volunteerism, and service learning

Schools and Educational Organizations: These organizations will be interested in youth development. Some also have an interest in financial education.

- School Districts
- After School Programs
- Parent-Teacher-Student Associations (PTA and PTSA)
- Youth Service Organizations:
 - Boy Scouts & Girl Scouts
 - Camp Fire Association
 - 4-H & Cooperative Extension
 - YMCA and YWCA organizations
 - Boys & Girls Clubs
 - Learning for Life: Explorer Posts
- Youth Entrepreneur and Business Development Programs

Teacher Professional Development Organizations: These organizations will be interested in teacher professional development to prepare teachers to teach financial education.

- Colleges of Education: Pre-service Teachers
- Teacher Academic & Professional Associations
- Teacher Unions
- Guidance & Career Counselor Associations
- School Districts



Booth Event Planning Survey

Activities are a wonderful way to draw people to your booth or table. Make a judgment on the environment of the event by planning on the expected audience, event type, and space and time available for your booth or table. Create goals and measurement of outcomes to rate the success of the event.

1. Partners:

___ What partners will you have for your booth?

___ Public Broadcasting Station ___ Credit Union(s)

___ Other organizations: _____

2. Role of Partners: Check all that apply.

___ Financial sponsorship of the booth

___ Provide staffing at the booth

___ Market the event and the booth to the audience interested in attending the event.

___ Providing resource handouts or products to distribute at the booth

___ Other: _____

3. Timing: How long is the overall event? _____

Is it the type of event where people have some time to spend with you or are they passing by quickly? ___ Stay a while

___ Pass by quickly

___ A mix of people who stay a while and pass by quickly

4. Audience: Who is the audience for the booth? Check all that apply.

___ General public

___ Kids on their own

___ Families (Adults & Kids together)

___ Teachers

___ Informal Educators

___ Business people interested in education

___ Other: _____



5. Goals & Outcomes: What are your goals for the event?

- Introduce **Biz Kid\$** to a particular audience
- Raise general community awareness of **Biz Kid\$**
- Provide handouts and information to take away
- Gather contacts interested in further information about **Biz Kid\$**
- Launch a **Biz Kid\$** outreach activity or campaign
- Collect feedback on how the people coming by the booth might use **Biz Kid\$** in their setting
- Other: _____

6. How will you measure the success of the event?

- Number of the people that stopped by the booth
- Number of handouts or other take aways distributed
- Number of people that reported intention to use **Biz Kid\$** with kids in their setting
- Number of kids impacted by adults that will be using **Biz Kid\$** in their setting (i.e. a teacher with 150 students)
- Number of kids impacted by adults already reporting that they use **Biz Kid\$** in their setting (i.e. a teacher with 150 students)
- Number of people interested in further contact regarding **Biz Kid\$**
- Number of people that joined the email list to receive "The Vault" e-newsletter at the booth
- Number of people already familiar with **Biz Kid\$**
- Number of people that share an example of how they use **Biz Kid\$** currently in their setting
- Number of people entering to win a **Biz Kid\$** related product in a drawing
- Number of people willing to give a quote or testimonial about **Biz Kid\$**
- Quality of examples of how **Biz Kid\$** is currently being used in various settings (home, school, after school, the community, etc.)
- Quality of quotes and testimonials provided
- Other: _____

7. Capturing Data: How will you capture data from people stopping at your booth?

- How will you capture data from your booth audience? (survey or data check-off.)
- Have visitors fill-in data at the booth for entry in a drawing
- Have those staffing the booth record impressions of interactions
- Get qualitative information from informal discussion with attendees
- Collect written or video testimonials
- Determine how much information was picked up (i.e. handouts)
- How many visitors requested further information
- How many visitors joined your mailing list, email list, etc.



8. How will you use the data?

- To make changes to future booth displays
- To provide needed follow-up with the audience
- To report to partners
- To adjust local outreach efforts based on requests and interests
- To make a future case for funding future events and outreach
- Provide information to include in marketing. (i.e. quotes and testimonials)
- Other: _____

9. Marketing the Booth at an Event

- Send out information to all your audiences about your booth
- Use e-newsletters
- Use online calendar announcements
- Use public broadcasting station guides and partner newsletters
- Use website highlights, blog posts and social media, like Facebook.com to announce the event, and **Biz Kid\$** booth
- Ask your partners and sponsors to invite their audiences and members
- Share specific information about the booth location, what kinds of activities will be available and invite people to stop by
- Provide on-air promotions if it makes sense for the type of event
- Send out a press release if what you will be doing is newsworthy (i.e. Launching a **Biz Kid\$** Contest or Financial Educational Outreach)
- Other: _____

10. Follow-up Marketing: Market the results of the event to your partners, your audience, and the public. Include pictures from the events and evidence of success.

- Create marketing materials from quotes, testimonials, data collected
- Send out information to your members, audiences, and partners' audiences
- Write articles for station guides, partner newsletters, and trade journals
- Use website highlights, e-newsletters, blogs, images, and videos from the event
- Take ads in publications that will reach the intended audience
- Provide on-air promotions, if it makes sense, to report on event you hosted
- Send out a press release to local media on the results and next steps planned.
- Other: _____



Layout and Resources Needed for the Booth:

11. What is your budget for your booth? (set-up, facilities, handouts, activities, staffing, publicity, raffle prizes, etc.) Will any of your sponsors donate resources?
12. How much space do you have for the overall exhibit?
13. What comes with your booth? (i.e. 10 X 10 space, table, signage, chairs)
14. If you need furniture, audiovisual equipment, computers, are you allowed to bring your own into the facility or do you have to rent from the facility?
15. Is it a walk-up table or do you have additional space to have chairs for visitors or for activities that require space (Watching DVDs, computer access, etc.)
16. Do you have electrical power? Is there any cost associated in turning on power?
17. Do you have a computer to display the resources of the **Biz Kid\$** website?
18. Will you make available additional computers to allow the booth visitors to explore the website, and play the online game?
19. Is there a reliable Internet (wireless or hard-wired) connection to show the **Biz Kid\$** website? Will you need more than one connection? What is the cost?
20. Is a DVD player available with a good sized screen for the audience to watch **Biz Kid\$** at the booth, or in a mini-screening set-up? Can you provide your own equipment or do you have to rent from the facility?
21. What are the acoustics in the area? Can sound be heard if you have mini-screening or a DVD loop?



22. Do you have a back-up plan for computer-based activities and can you go forward without your technology working?
23. How much space do you have at the table to conduct an activity?
24. What take away handouts, games, activities, or information for people that stop by your booth ?
25. Do you have community partners that will need space for their information and activity sets?
26. What activities will take place at the booth?
27. Will booth staff need any training in running the activities? How will this be accomplished?
28. Plan for at least 2 people at a booth to provide opportunities to take breaks. Will you need additional staffing for particular activities? Can partner organizations help with the staffing needs?
29. Are there other display items you need to bring? (table, tablecloth, banners, posters) Find out requirements of the facility for hanging or mounting items. (Tape, S-hooks, Pins, Alligator Clips, String/rope, etc.)



Attachments Note:

There are attachments referenced in throughout this guide to assist in carrying out activities or for printing display materials and handouts. The formats of the documents are Portable Document Formats (PDFs) that can be read by the free Adobe Acrobat Reader program available for free download from <http://get.adobe.com/reader/>

Other documents are provided as Microsoft Word documents to make them editable by stations to customize. If you do not have Microsoft Word, you can read and print the document in Word Viewer: <http://office.microsoft.com/en-us/word/HA101869931033.aspx>

One spreadsheet is also provided in Microsoft Excel. If you do not have this program you can read the spreadsheet through <http://office.microsoft.com/en-us/excel/HA102221731033.aspx?pid=CH101030611033>

Booth Activities and Resources:

After using the event planning survey you will have a better idea what type of booth activities to plan. Considering the questions will assist you in selecting the right mix of handouts, display materials and activities. The kit provides many ideas, but you may want to pick a few of the activities that work best to meet the needs of your audience, and the space and time constraints of the event.

Conducting Activities at the Booth:



Computer Game: "Dollar-A-Glass"

If you have space at your booth, a computer and a reliable Internet connection, the Dollar-A-Glass Game from the **Biz Kid\$** website (<http://www.bizkids.com>) is an excellent activity. It works best if you have booth space to set up a side table and chairs. This is also a great activity for the type of event where families will spend some time at your booth. The game can be played by children able to read on their own. Younger children may find it more satisfying to play with the assistance of an adult or older sibling. The game is an engaging example of running a lemonade stand. The game provides opportunities to upgrade equipment, signage, and supplies. At the same time, lemonade stand entrepreneurs must respond to events that impact supply and



demand such as weather, price of ingredients, crowds, customer service, and natural disasters that can blow away their stand. Through it all, a score board keeps track of costs, net, and gross profit. The more you play, the better you get. Provide the handout about the game so that this can also become an ongoing activity at home or school. Have a high score for the day competition. Winners could win various **Biz Kid\$** related prizes.

Biz Kid\$ Mini-Screening:

Bring a DVD player or VHS player, monitor and speakers for a **Biz Kid\$** mini-screening. The programs can serve as a visual example of the show. If the acoustics work and you have the space, you could set up a few chairs and a mini-viewing area to watch part or all of a show. Please be aware that large events in buildings with high ceilings may not have adequate acoustics to make this work. However, the visual appeal of the show makes it a good walk-up conversation starter. Also note if there are sound requirements at the event. Too much ambient noise can make a true "screening" difficult.

Episodes of Biz Kid\$ can be recorded off-air onto DVDs.

A 5-minute promotional highlights video was created for public TV stations to use at events, in presentations, and on-air as an interstitial spot. The promotional piece was fed to stations on APT's regular promo reel on Thurs. March 5, 2009. Stations that missed this feed can contact APT to receive a bicycle tape to copy and return.



Hold a Raffle or Giveaway: Entry & Signage, Give Away Suggestions



Raffles are a great way to gather names of those interested in the series. This will allow you to provide invitations to events, contests or other **Biz Kid\$** outreach opportunities in the future. You can also ask a question about how many kids will be introduced to **Biz Kid\$** through the educators, parents and other adults entering the drawing.

A clear plastic or glass container works well to collect the entries for the raffle. Label the container with the prize and any rules. (i.e. **Biz Kid\$** raffle for **Biz Kid\$** Prize Limit 1 entry per person.) You can hold the drawing live if the event lends itself to that or hold it after the event and send the prize to the winner. This kit provides sample **Biz Kid\$** entry forms for kids at a family event or for teachers at an educational event. Based on your event you can determine what works best for you. A sample label and entry forms are provided as a model. Two sample spreadsheets are provided to match the entry forms and assist in tallying collected data. See Data Reporting Tools section for additional reporting ideas.

Biz Kid\$ Teacher Entry Form

Name: _____


of students you teach _____
that you intend to introduce to **Biz Kid\$** resources.

School Name: _____

Phone #: _____

Email: _____

Add me to your email list



Biz Kid\$ Entry Form

Name: _____


Address: _____

of children you will share **Biz Kid\$** with _____

Phone #: _____

Email: _____

Add me to your email list.





Hold a Raffle Forms, Signs and Reporting Spreadsheets:

- Entry Forms:
 - MS Word: **Biz Kid\$** Teacher Entry Forms:
[http://wxxi.org/tv/bizkids/BizKid\\$_teacher_drawing_slips.pdf](http://wxxi.org/tv/bizkids/BizKid$_teacher_drawing_slips.pdf)
 - MS Word: **Biz Kid\$** Family/General Public Entry Forms:
[http://wxxi.org/tv/bizkids/BizKid\\$_drawing_slips.pdf](http://wxxi.org/tv/bizkids/BizKid$_drawing_slips.pdf)
- Raffle Sign Sample: http://wxxi.org/tv/bizkids/raffle_sign.doc
- Reporting Spreadsheets:
 - MS Excel Spreadsheet: **Biz Kid\$** Teacher Raffle Entry Report:
http://wxxi.org/tv/bizkids/educator_data_report.xls
 - MS Excel Spreadsheet: **Biz Kid\$** Family/General Public Entry Report:
http://wxxi.org/tv/bizkids/data_report.xls

Prizes for the raffle: Consider the audience and their interests.

- **\$100 savings account certificate:** Redeem this certificate at your partner credit union. This is nice sponsorship opportunity for a local credit union.
- **Biz Kid\$ items:** **Biz Kid\$** bag, **Biz Kid\$** T-Shirt, **Biz Kid\$** Wallet, **Biz Kid\$** Cash box (See "Giveaway" section for more ideas.)
- **Financial Literacy and Financial Education books for families, kids or teachers**



Estimation Game/Drawing: A variation on the raffle activity is to fill a clear jar with coins, candy coins, or other item and ask kids to estimate how many are in the jar. The winner with the closest guess wins the contents of the jar or a designated prize. If there is more than one correct winner then a drawing is held to randomly select the winner or you can provide multiple prizes. Have kids put their guess on an entry form and drop it in a container. Winning prizes can be mailed to the winner. This gives the booth staff time to sort through the entries to find the winner(s).

Giveaways:

Giveaways are a great way to make **Biz Kid\$** memorable after the event. You can collect contact information or feedback in exchange for the giveaways.

Great giveaways include:

- **Biz Kid\$** Temporary Tattoos
- **Biz Kid\$** Pencils
- Frisbees: “**Biz Kid\$** Catch It on Your Public TV station”
- **Biz Kid\$** Wallets
- **Biz Kid\$** Bags
- **Biz Kid\$** T-shirts
- **Biz Kid\$** Business Card Holders
- **Biz Kid\$** Magnets
- **Biz Kid\$** Cash Box/Safe

Several items are available directly from our vendor, including Frisbees, wallets, and t-shirts. Please click the following web address for details. **Biz Kid\$ Promotional Items:** <http://wxxi.org/tv/bizkids/orderinfo.pdf> For questions about other giveaway items, please contact bizkids@wxxi.org

Other Giveaway Ideas:

Other items related to money or finances can be customized by your favorite imprint company to include the **Biz Kid\$** logo and partner/ sponsor logos.

Hi-Res Color Logo: <http://wxxi.org/tv/bizkids/BizKids-PMScolorLOGO.eps>

Biz Kid\$ Color Logo: <http://wxxi.org/tv/bizkids/ColorLogo.jpg>

Black & White Logo: <http://wxxi.org/tv/bizkids/BlackLogo.jpg>

Fun on Public TV with Logo: <http://wxxi.org/tv/bizkids/funonTV.jpg>



Search in your favorite online catalogs for **money, finance, coins** and you will find many items such as:

- Piggy Banks: Add the **Biz Kid\$** logo or use as a craft activity that kids can decorate.
- Money (\$) Sun Glasses
- \$100 bouncy balls and stress balls
- Money imprinted notepads and sticky note pads
- Coin holders and change purses
- Coin stickers for money math activities
- Many candy money themes from \$100,000 bars to chocolate coins, and mints

Capture Testimonials at the Booth:

If the environment allows, stations and partners can get testimonials from **Biz Kid\$** viewers. Ask for written quotes. Use a writing prompt or question prompt.

- After watching **Biz Kid\$**, I learned....
- After watching **Biz Kid\$**, I thought....
- After watching **Biz Kid\$**, I got an idea for a business...
- After watching **Biz Kid\$** together, our family had a great discussion about...

You can collect testimonials in writing. Make sure to get written permission to use the quotes. Based on the best quotes you can invite people to come to your station and make an on-air spot, if they have an interesting story. Hang up poster paper with one of the writing prompts. Let people add to the collective answer as a great conversation starter and a way to find good quotes.

Videotaping Public Testimonials: If your booth is at a public broadcasting station event or a facility that has a separate room with good acoustics and lighting, you could direct people to that location to videotape a testimonial about **Biz Kid\$**. A booth is also a great location to make appointments for people that would like to **tape** a testimonial at the event or later.

Collect user generated videos made by the public about **Biz Kid\$** through your organization website. Also gather written and oral stories. Put up a web form to submit the stories. People can load their stories on a public site such as YouTube and provide the web address as part of the submission. Publish the best stories on the website. Invite the people with the best stories to come into the public broadcasting station to tape a spot. Another option is to set-up a voicemail box to take submissions. You can then invite the best ones to make a spot.



Be sure to secure proper permissions for use of the video or written submissions. For all possible uses of the media, use the public broadcasting station's standard talent release forms for adults and youth. (Include, print, web, video, on-air and other multimedia options)

Use questions prompts to get people started for any the story forms:

- The business I would like to start is _____ because _____
- After watching **Biz Kid\$**, I learned....
- After watching **Biz Kid\$**, I thought....
- After watching **Biz Kid\$**, I got an idea for a business...
- After watching **Biz Kid\$** together, our family had a great discussion about...
- At school after using **Biz Kid\$** with my class, they talked about....

Business Partner Testimonial: Biz Brights

Invite business partners and local business owners to make **Biz Kid\$** spots about what the series and outreach does for the community or to tell their story of how they started in business. These can make great written testimonials for your website, print or on-air or online video. Be sure to use your standard talent release to clear rights on the use of the media for all potential uses. These testimonials can be great ones to play at your booth as samples.

Question prompts could include:

- Biz Kid\$** is important to our community because....
- Developing entrepreneurial skills is so important because..... and **Biz Kid\$** does this for the youth in our community.
- My business supports **Biz Kid\$** because....

For example: "Biz Kid\$ helps kids to make important decisions about their lives and their future. Biz Kid\$ shows youth how to be entrepreneurial. These young people are the future leaders of our community. They will create businesses and jobs. I support Biz Kid\$ because I want to develop youth talent in our region and the Biz Kid\$ series helps me to accomplish that. I am Joanne Smith, CEO of Somewhere Out-There Federal Credit Union."

Submit Your Biz Kid\$ Story Idea: If you have a computer and Internet connection at your table or booth, invite kids to submit their **Biz Kid\$** story idea. Go to <http://www.bizkids.com>



and submit stories about business or community service projects. Kids can make a pitch that explains their business or community service project. They can tell how they got the idea launched, how the idea is unique and what impact it has had. Kids that are 13 years of age and under will be asked to supply their parent's name and email on the site. Stories can be submitted directly to the **Biz Kid\$** site. Or you can collect them locally in writing, audio or video.

Story submission by kids is best when conducted at a family based event. This way parents can give their approval in person for kids to submit an idea. Have forms ready for them to sign giving permission for youth to participate. Don't forget to share your local stories through the **Biz Kid\$** website as well.

Launch a *Biz Kid\$* contest:

A **Biz Kid\$** contest can bring attention to the series, involve the community in developing entrepreneurial skills in area youth, and recognize youth for their efforts.

1. Identify partners and roles for them.
 - Underwriters
 - Prize Sponsors
 - Marketers: Providing promotion & locations for application pick-up
 - Judges of contest applications
 - Speakers to go into schools and educational organizations to talk about business and introduce the contest to youth.
 - Create on-air profiles of business people talking about how they got into business and to tune into **Biz Kid\$** and enter the contest.
2. Select categories for the contest:

What ages and age groupings will you have? (For example ages 6-8, 9-12, 13-15, 16-18)

What will be the categories of the contest? Choose a limited number of categories in order to keep the rules and communication simple. Some categories to consider are:

- Youth who already have a business
- Youth who are planning a business
- Youth who have conducted a community service project
- Youth who are planning a community service project



- Business Poster contest for real or planned businesses
 - Best business pitch to a group of judges (community business people, teachers or mentors)
3. What are the prizes, timeline, and means of recognition for winners?
Some Suggested Prizes:
- Cash Prize
 - Savings Account at a local credit union
 - Business entrepreneur camp scholarships (if a camp exists in your area)
 - Business college class/camp for youth (if one exists in your area)
 - Gift bag of business related supplies, gift card, or business books for kids & families
 - Marketing money for a local ad or graphic design assistance
 - **Biz Kid\$** items: See promotions at <http://wxxi.org/tv/bizkids/orderinfo.pdf>

Recognition & Parental sign-off: Remember safety and privacy issues for kids when recognizing winners. First name, last initial and no specific location information is recommended for online and on-air recognition. Get parental consent on your contest form to allow recognition. If stations produce on-air spots, they should use their standard talent release form for youth and be sure it is signed by a parent/guardian.

Some great forms of recognition include:

- Online recognition on station **Biz Kid\$** site
- In print recognition in station and partner publications
- Press release to local papers or niche publications
- Certificates
- On-air spots: These can be used as tune-in spots for **Biz Kid\$**
- Submit actual businesses to national **Biz Kid\$** series for consideration.

Timeline:

- Decide how long the contest will be. (a month, two months, a quarter)
- Determine if prizes will be given all at once or if you will honor a winner weekly.
- Recognize different "winners" each week to get more response to the contest and more on-air attention.
- If you are not sure of the levels of participation, set a single deadline. You can always provide ongoing recognition as you announce winners.



Market Your Contest & Results:

- Announce on event calendars
- Use e-newsletters, websites, and advertisements in publications of all partners
- Use press releases and on-air spots to announce contest and showcase results
- If successful, consider making the contest an annual event and community outreach.

See an example of the results website for a *Biz Kid\$* contest run by KLRN in San Antonio, TX. <http://www.klrn.org/bizkids>

Launch a Biz Kid\$ Contest Sample Forms, Rules and Press Releases: Please customize per your own requirements of your contest and locality.

MS Word Documents:

- Contest Entry Forms & Release: <http://wxxi.org/tv/bizkids/entryformrelease.doc>
- Press Release Sample: <http://wxxi.org/tv/bizkids/bizcontestpr.doc>
- Planning My Business Handout: <http://wxxi.org/tv/bizkids/PlanningMyBusiness.pdf>
- **Sample Flyer Text**
 - Young Biz Owners Contest: <http://wxxi.org/tv/bizkids/bizcontestflyertext.doc>
 - Biz Planning Contest: <http://wxxi.org/tv/bizkids/bizplanningflyertext.doc>
 - Biz [Marketing] Poster Contest: <http://wxxi.org/tv/bizkids/bizposterflyertext.doc>



Take Away Activities:

Take Away activities are ideal for an audience that is interested in **Biz Kid\$** but has limited time at the booth. Instead of doing an activity at the booth, you give them a take away that they can use elsewhere. These are especially good for families with kids or adults that work with kids. Giving them information about the program and an activity that will engage them further after the event is a good approach. Having an engaging take away is critical to making the people think about the series after leaving your booth.

Take Away Idea #1: "Create Your Own Business" Kit: The purpose of the **Create Your Own Business Kit** is to get kids thinking about what it takes to plan and start a business by using **Biz Kid\$** episodes and resources. Episodes 101, 108 and 201 all deal with starting businesses and type of person it takes to run a business. The "Planning My Business Handout" can walk them through issues to consider in planning a business. Episode 108 and 201 curriculum packages at www.bizkids.com are also useful in thinking about planning a business.

To help kids assess their own skills have them plan a resume using "Make Your Own Resume" handout. The remaining activities: "Biz Cards", "Sample Biz Brochure", "Brainstorm a Marketing Poster" helps them think about how they would market their business. These activities make great handouts that kids can pick up and take with them. Depending on your audience and budget, you can also post the handouts to your website and give out a card or half sheet that references the materials availability.

- **Biz Planning Center:** If you have time, space, computer/printer and staffing, you can also have a working "Biz Planning Center". Kids can sit down at a computer and input their information into the "Biz Cards" template and you can print them on-demand for the kids to take with them. The same can be done for the poster, brochure and resume. For this activity, a side table and chairs is ideal. You will also need to be at the type of event where people are going to stay with you for a while. Otherwise, the Take Away approach will work better.

The Create Your Own Business Kit includes:

1. Create Your Own Business Activity (Take Away Idea #1)

- **Biz Kid\$ Planning My Business Handout:** The guide is a step-by-step guide to issues you need to think about at length when planning a business. It does not remove the risk factors in starting a new business but it helps young entrepreneurs to understand the many



aspects of business planning that lead to a greater likelihood of success.

Planning My Business Handout: or <http://wxxi.org/tv/bizkids/PlanningMyBusiness.pdf>

- **Make Your Own Resume:** The resume kit is a questionnaire geared more to school age youth to help them assess the skills they already have and think about those they might develop. The handout includes a sample resume to give youth a model resume.
Make Your Own Resume Handout: <http://wxxi.org/tv/bizkids/MakeResumeExample.pdf>
- **Biz Cards:** Biz Cards are template business cards in three designs. If you use the Biz Planning Center idea, kids can type in their own information and print a sheet of business cards on demand. You will need to provide a computer, a desktop printer, and business cards that will work with your printer. The templates provided work well with Avery Labels #8371. If you do not have technology available, it can be fun to pre-print **Biz Kid\$** business cards and let the kids fill them in with their information by hand and take them away. You can give away **Biz Kid\$** cards in small batches or full sheets.
- **Biz Cards: These examples work best with Avery Labels #8371**
 - **Biz Kid\$ Write-on Biz Cards:**
 - Microsoft Word Document: <http://wxxi.org/tv/bizkids/writeoncards.doc>
 - PDF: <http://wxxi.org/tv/bizkids/writeoncards.pdf>
 - Biz Cards: Template 1
 - Microsoft Word Document: <http://wxxi.org/tv/bizkids/bizcard1.doc>
 - Biz Cards: Template 2
 - Microsoft Word Document: <http://wxxi.org/tv/bizkids/bizcard2.doc>
- **Brainstorm a Marketing Poster:** The sample lemonade stand poster gives kids suggestions about issues to think about in marketing a product. The side by side approach let's them draft ideas about what they would put on their own print poster.
Brainstorm a Marketing Poster: <http://wxxi.org/tv/bizkids/bizmarketingposter.pdf>
- **Sample Brochure:** The sample brochure in the Biz Center model will allow kids to type up their own information in draft and print their brochure. Other options are to let them hand write their ideas about what they would put in a brochure. They can also take the brochure as a sample to get ideas for creating their own brochure.
 - Sample Brochure: <http://wxxi.org/tv/bizkids/brochuresample.doc>



Takeaway Idea #2: Curriculum Package Game from Episode 102: (The You are So-o-o Money Game) This board game makes a nice take away that kids can finish making and play at home with friends or family, as it only requires 2 players. Print out the rule sheet and the double sided cards in color. Printing them on card stock or heavier paper will make them last longer. Kids can take them home and cut them out and proceed to play the game. Have a sample set or two cut out so you can quickly demonstrate the game for families.

Download Episode 102 Game: <http://wxxi.org/tv/bizkids/episodegame102.pdf>

Takeaway Idea #3: Curriculum Package Game from Episode 118 (The Onward and Upward Game) Print this board game on card stock or heavier paper in color so that it will last longer. Also print the answer guide and vocabulary sheet. Supply a game piece and dice, if you choose, as part of the giveaway. Have a sample at the booth that you can use to show people how to play. This game only requires 2 players.

Download Episode 118 Game: <http://wxxi.org/tv/bizkids/episodegame118.pdf>

Takeaway Idea #4: Curriculum Package Game from Episode 120 (Go Trade Game) This makes a nice take away that kids can finish making and play at home with friends or family as it only requires 4 players. Print out the rule sheet and the double sided cards in color. Printing them on card stock or heavier paper will make them last longer. Kids can take them home and cut them out and proceed to play the game. Have a sample set or two cut out so you can quickly demonstrate the game for families.

Download Episode 120 Game: <http://wxxi.org/tv/bizkids/episodegame120.pdf>

Takeaway Idea #5: Curriculum Package Game from Episode 123 (Barking Business Game) Print the board game and double sided cards in color on card stock to make it last longer. Print out the instruction sheet, basic business ledgers, and directions. Provide games pieces and dice if you like as part of the giveaway. Kids can take home the game and make it up to play. Have several sample sets to demonstrate how to play. The game is also available in Spanish (Negocio ladrador)

Download Episode 123 Game: <http://wxxi.org/tv/bizkids/episodegame123.pdf>

Download Spanish Version of Episode 123 Game: Negocio ladrador

http://wxxi.org/tv/bizkids/episodegame123_esp.pdf



Data Collection Tools and Reporting:

During your booth event, planning for how you will collect data ahead of time is useful if you want to see if you met your goals set during the planning phase.

The “**Biz Kid\$** Booth Tally Data Sheet” will be helpful in tallying information you want to collect at the booth, based on the impressions of the booth staff interacting with people that stop by. It is provided as a Microsoft Word document so that you can customize the categories and information to match your goals, anticipated audience and the traffic expected.

<http://wxxi.org/tv/bizkids/boothdata.doc>

Have booth staff record their impressions of the event immediately after working while their memory is fresh. Include in the report some of the comments and suggestions they heard from people they engaged with at the booth. This feedback is helpful in planning future events and seeing how your efforts were perceived. It also shows the booth staff that you value their impressions and input. Use this feedback to improve future events.

Take pictures of your booth, before the traffic begins. Also take pictures during an active period to show interested people engaging with staff or engaging in activities. Take short videos if this better demonstrates the activity patterns at the booth.

Count how many individual handouts are given away during the event. This is another indicator of people’s interest. Note what topics interested them most based on what handouts they take. This requires you know before the event how many of each item you made available.

A raffle or survey at the booth will allow people to self report their thoughts about **Biz Kid\$**. On raffle entries, have one short question in addition to contact information. You can also have a check-off to indicate interest in receiving future updates. It is very important to communicate to people how their information will be used and allow them to opt in to specific uses such as an e-mail newsletter. Questionnaires or surveys should be very short. Also give an opportunity for surveys to be anonymous. Provide a small giveaway as a reward for filling in the survey, if you choose. Use the data collection tools for the raffle entries to tabulate the data.

- MS Excel Spreadsheet: **Biz Kid\$** Teacher Raffle Entry Report:
http://wxxi.org/tv/bizkids/educator_data_report.xls
- MS Excel Spreadsheet: **Biz Kid\$** Family/General Public Entry Report:
http://wxxi.org/tv/bizkids/data_report.xls



Summary Report of Booth Event:

How many people did you speak to?

What was the overall attendance at the event?

How many people showed interest by taking materials?

How many people gave self-reported data? (survey or raffle entry)

How many kids did you reach through the adults you spoke to?

What handouts did you provide?

What activities or take away activities did you provide?

Will you have future contact with the people you spoke with? (i.e. Invite them to a **Biz Kid\$** event, add them to your email list if they opted in, accept submissions for your **Biz Kid\$** contest).

Report on the impressions of people that staffed the booth:

Does the booth staff have any interesting anecdotes or quotes from people they spoke to?

What worked well?

What did not work?

What would you do differently next time?



Sample Data Report: Share as an email with partners. Create press releases based on reports.

The [Name of Conference/Event] was a great success! Here is some of the initial data.

1000 educators stopped at the booth to talk to us. This count is based on individual handouts distributed over the 2 day event. We talked to classroom teachers, grade level instructors, principals, department chairs, curriculum developers, scout leaders, after school providers, teacher union representatives, professional association organization personnel, business volunteers in schools and district professional development personnel.

*340 educators entered our raffle drawing for a **Biz Kid\$** prize and provided the following data. They come 325 different educational organizations. They intend to use **Biz Kid\$** with **40,535** students.*

*Of note, we spoke to people from: [name organizations]. We spoke to the [name person and title or organizations] and they asked us to host a booth at their next [event name] Also, [school district's curriculum coordinator, name person] indicated they would adopt **Biz Kid\$** as their curriculum for financial literacy for middle school. [List any other quotes of note and attribution.]*



Customizable Informational Handouts/Displays

Banners Pictured below:



Biz Kid\$ banners: Print banners for your table/booth. The first two **Biz Kid\$** banners are the plain logo and the banner pictured to the left. They are available to print to use on the front of a table or booth. The **Biz Kid\$** booth sign reads *Teaching Kids About Money and Business: The financial literacy & entrepreneurial series from the producers of "Bill Nye"*. It describes the program and works



well hung behind the table or on the wall nearby or within the booth. Two versions are available. The first is on a white background and the second is on a green background. Banners are provided as high resolution PDF files, and can be commercially printed. Print the banners as provided, or customize them to add sponsors or logos related to the event.

Booth Sign Pictured below:



NOTE: If native graphic files are needed for highest resolution/reproduction quality, please e-mail bizkids@wxxi.org with your request.

- **Banner:** <http://wxxi.org/tv/bizkids/BizKidsBANNERcircles.pdf>
- **Logo Banner:** http://wxxi.org/tv/bizkids/BizKidsBANNER_Logo.pdf
- **Booth Sign on Green Background:** <http://wxxi.org/tv/bizkids/BoothSignGreen.pdf>
- **Booth Sign on White Background:** <http://wxxi.org/tv/bizkids/BoothSignWhite.pdf>
- **ColorLogo Hi-Res:** <http://wxxi.org/tv/bizkids/BizKids-PMScolorLOGO.eps>
- **Color Logo:** <http://wxxi.org/tv/bizkids/ColorLogo.jpg>
- **Black & White Logo:** <http://wxxi.org/tv/bizkids/BlackLogo.jpg>
- **Fun on TV web block:** <http://wxxi.org/tv/bizkids/funonTV.jpg>

Other Printables:

- Customizable **Promotional Card:** <http://wxxi.org/tv/bizkids/promocard.pdf>
- Customizable **Flyer:** <http://wxxi.org/tv/bizkids/flyer.pdf>
- **Financial Fact Posters:** <http://wxxi.org/tv/bizkids/financialfactposters.pdf>
- **Episode Descriptions:** <http://wxxi.org/tv/bizkids/episodes.pdf>
- **Let's Go Brochure:** <http://wxxi.org/tv/bizkids/letsqobrochure.pdf>
- **Teacher Materials & Kid-Friendly Resources Brochure:** [http://wxxi.org/tv/bizkids/BIZKID\\$Brochure.pdf](http://wxxi.org/tv/bizkids/BIZKID$Brochure.pdf)



Example: *Biz Kid\$* Booth at the American Public Television Conference



Other *Biz Kid\$* materials available:

- **American Public Television: APTonline.org: Go to: <http://aptonline.org>**

Customizable promotional materials are available for public broadcasting stations at www.APTonline.org. You will find photos, logos, press releases, promos, outreach ideas, tune-in postcard, flyers, posters, fact sheets, descriptions, etc.

Biz Kid\$: <http://www.aptonline.org/catalog.nsf/bpt/0F79C37A08F52AC78525736700753949?OpenDocument>

Biz Kid\$ (2) <http://www.aptonline.org/catalog.nsf/bpt/889463D496D6B5CD852574F3006501E6?OpenDocument>

Promos: www.aptonline.org/aptweb.nsf/ProgramsDisplay?ReadForm&Flag=PromoResults&PromoSearchText=biz+kids



- **National Center for Media Engagement Pipeline:** You will find descriptions of the series and outreach resources and plans.
Go to: <http://mediaengage.org/pipeline/index.cfm> and search Biz.
Or click directly on the link below for the *Biz Kid\$* Pipeline listing:
http://mediaengage.org/pipeline/pipeline_listing.cfm?pipeid=125401
- **National Credit Union Foundation *Biz Kid\$* site:** This is a great site for credit unions and their partners to use in conducting marketing and outreach around the **Biz Kid\$** series.
For the latest articles and marketing pieces go to:
<http://www.ncuf.coop/home/programs/bizkids/bizkids.aspx>