**CFPB’s Your Money, Your Goals: Financial Empowerment for Your Community Learner Guide**

The CFPB provides a comprehensive tool, Your Money, Your Goals (YMYG). YMYG is a set of free financial empowerment materials for organizations that help people meet their financial goals by increasing their knowledge, skills, and resources. Join this session to explore resources you can use with patrons working on their financial goals and hear from the Norfolk Public Library about how they are using YMYG resources to close the financial literacy gap in their community.

See full webinar description and additional resources: <https://www.webjunction.org/events/webjunction/your-money-your-goals.html>

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| **What are your goals for viewing this webinar?** |
| **Personal Goals** |  |
| **Team Goals** |  |
| **Assessing Community Resource Gaps** |
| Before you can begin to meet community financial literacy needs, you must explore the various needs in your community. What financial topics do patrons ask you or other members of your team about?* Managing Debt
* Setting Goals
* Tracking Income and Benefits
* Paying Bills
* Saving
* Getting through the Month
* Understanding Credit Reports and Scores
* Choosing Financial Products and Services
* Consumer Protection
* Other
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| **Understanding Unique Needs of Specific Populations** |
| Being responsive to patrons includes being intentional about racial equity and meeting the unique needs of specific populations. What information can help you be responsive to patrons’ needs? Explore CFPB resources specific to these needs and note how your library might better align efforts with these communities and patrons.* [Equity](https://www.consumerfinance.gov/about-us/racial-equity/)
* [Military communities](https://www.consumerfinance.gov/consumer-tools/educator-tools/your-money-your-goals/companion-guides/#anchor_military)
* [Native communities](https://www.consumerfinance.gov/consumer-tools/educator-tools/your-money-your-goals/companion-guides/#anchor_native-communities)
* [People with disabilities](https://www.consumerfinance.gov/consumer-tools/educator-tools/your-money-your-goals/companion-guides/#anchor_disabilities)
* [People with criminal records](https://www.consumerfinance.gov/consumer-tools/educator-tools/your-money-your-goals/companion-guides/#anchor_reentry)
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| **Prioritizing Resources** |
| Explore the additional resources available through CFPB outlined in the webinar and linked on the [event page](https://www.webjunction.org/events/webjunction/your-money-your-goals.html). Identify those you would like to make available in print or via your library’s website, in a section dedicated to the financial well-being needs of patrons.1.
2.
3.
4.
5.
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| **Identifying Partners** |
| Review CFPB’s[**Community partnership guidebook for libraries**](https://s3.amazonaws.com/files.consumerfinance.gov/f/201406_cfpb_partner-guidebook.pdf)(pdf) and beginning on page 12, use the **Program Planning Worksheet** to identify specific program needs and possible community partners. When you’ve identified a program and potential partner, use the **Program Partner Outreach Form** on page 15 to clarify roles and responsibilities. |
| **Promoting Programs** |
| Promoting programs that are relevant to your community: * What will you name the program so that it will appeal to your community?
* How will you advertise your program?
* What social media channels or techniques will you use to promote?

View the CFPB webinar, [How to promote your financial education program](https://youtu.be/wnmrpasV3wo) (YouTube video) to explore ways to promote your program in the community. |