

**STUDENT
FESTIVAL
OF FINANCIAL
WELLBEING**
February 2022



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Student Festival of Financial Wellbeing 🎉

Campaign Briefing Webinar

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Why?

The pandemic has amplified students' complex and precarious relationships with money and there's a big appetite for financial education.

3,000+ students have engaged with our webinars in the last year alone!

Finances are, now more than ever, at the centre of the student university experience and educational outcomes.

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Why?

Earlier this year, when we were exploring the impact of the pandemic on student financial wellbeing:

48% of student respondents told us that they have considered, or are considering, dropping out or deferring a year due to money constraints.

75% said they worry about finances, with 67% saying finances negatively impact their mental health.

Source:
<https://business.blackbullion.com/download/money-and-mental-health-how-financial-wellbeing-impacts-students/>

Why?

The Student Festival of Financial Wellbeing is designed to help students access vital education about money and discover practical ways to prioritise and develop their financial wellbeing.

At university and beyond! 

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What?

Theme:

The four building blocks of financial wellbeing

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The four building blocks of financial wellbeing

1 - Get	<i>How students can increase their chances of generating income, from improving employability to landing a side gig or starting a business, both at university and afterwards</i>	2 - Build	<i>How students can build good habits early to support long-term financial wellbeing, including budgeting, managing debt and building an emergency fund</i>
3 - Grow	<i>How students can embrace investing and other ways to help them grow their money and make it work for them</i>	4 - Protect	<i>How students can protect their money, by recognising scams and learning more about financial coercion and crime</i>

Festival lineup – what's in it for students?

- **Live webinars** – 4x webinars, specific to each of the four building blocks of financial wellbeing
- **Downloadable, digital guide** – comprehensive e-book with detailed section for each week of the festival (including financial education on the week's theme, actionable suggestions + links to resources for further learning)
- **Learning content** – a free account for our Financial Wellbeing Platform (all students at participating institutions can access online learning about each week's theme for the duration of the festival)
- **Prizes** – prizes on offer, related to each week's theme (e.g. insurance, 1-on-1 sessions with a financial adviser, courses to further financial knowledge and skills)
- **Dedicated website** – the place for students to find out about the festival, sign up for webinars, download the digital guide and get their Blackbullion account

When?

Four weeks – February 2022

One week for each of the four building blocks of financial wellbeing

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Key dates



How can your institution take part?

Open to all universities and colleges

Order your participation pack

£199 + VAT for all non-partners (= £238.80)

Free for all existing Blackbullion partners!

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What's in the participation pack?

- **Ready-made comms** – for you to use to engage students (including email templates and social media posts)
- **Festival website** – to direct students to, so they can sign up for webinars, download the digital guide and get their Blackbullion account
- **Press release template** – provided by a PR professional
- **Digital images for promotion/engagement** – including for social media and TV screens
- **Campaign kick-off webinar** – to help you prepare and provide support with promotion ahead of the festival (11th January 2022)

Next steps

1. Order your participation pack
2. Campaign kick off webinar – Tuesday
11th January, 10.30am



Questions?

Thanks for coming!

We look forward to working with you
and helping support the financial
wellbeing of your students.