

National Black Church Initiative

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Financial Literacy Education

NBCI is expanding its financial literacy program. This is a part of NBCI's new and exciting savings program that encourages African American families to save 1 year of salary over the next 7 years. Education will be the center of this initiative, and we plan to emphasize it in all phases of church life. We cannot overstate the importance of education and how we plan to implement a very progressive, substantive, and knowledge-based financial literacy program to all of our faith-based communities across the country.

Our education program will be both web-based and have a seminar style learning approach utilizing the current education methodology and effective instructions. We have hired 3 financial literacy experts who will work with financial literacy education consortiums around the country. These consortiums of financial educators will not be product driven, but financial-literacy driven.

Our banking partners in this initiative will also be given a wonderful opportunity to educate our churches and explain their product line once they have demonstrated they support the basic financial literacy principles. These principles consist of the importance of savings and financial literacy in general. We also plan to launch a progressive, public service campaign on the importance of savings. This type of public education campaign would appear throughout our church communities. We will utilize NBCI's financial television network and NBCI's financial radio as well as traditional forms of media to convey these important financial literacy messages. We hope to work with our banking partners to co-brand some of these public service announcements.

We plan to produce and distribute over 100,000 of pieces of literature on savings for our congregations and in our seminars being conducted over the next 7 years. These pieces of literature will be tested continuously to sharpen the messaging around the importance of savings. We will produce a financial Health Note that will consist of an 8-page glossy booklet that will emphasize tips on savings (i.e. how to save, when to save, why you should save), and provide a general savings philosophy based upon our churches theological traditions and practical living principles. Critical to this financial literacy program, will be emphasizing the importance of paying your bills on time. There will also be smaller forms of literature we will produce for this initiative. We will also co-brand literature with our banking partners to emphasize 1 or 2 of these

savings principles, and to alert our congregants of specific products which have been created specifically for NBCI's savings initiative.

This initiative is a part of two current initiatives offered by NBCI: its financial literacy and its civil society initiatives.

There are 3 critical goals to this initiative

- 1) To help restore the trust between the banking community and the consumer
- 2) To provide critical education to the African American family concerning the principles of financial literacy
- 3) To encourage African American families to internally embrace a lifestyle of savings.

A 10-week Course on the importance of Savings

Each of our congregations will be offered a 10-week savings program.

Week 1-The proper use and nature of a savings account

Week 2- The various types of savings plans and accounts and what are the different types of checking accounts

Week 3- Savings for college and savings for an emergency fund

Week 4- How to examine your current budget and determine the amount you can save
(Please utilize NBCI Savings Calculator)

Week 5- How to avoid fees in relation to savings and checking accounts

Week 6- How to structure your account to get the lowest amount of fees

Week 7- How to balance your savings and checking account

Week 8- The proper use and benefits of an ATM card

Week 9- How to utilize NBCI Savings Handbook and ATM calculation

Week 10- How to properly select the right savings account based upon your salary and savings habits

We will also have similar seminars on money markets, IRAs, developing a retirement account, managing your retirement account, understand government policies pertaining to retirement, how to properly read your retirement account statement, how to assess the fees of your 401k, what are some of the questions you should be asking your 401k manager, how to apply for a mortgage and all of its ramifications in light of the housing crisis, and a detailed checklist to make sure that you are properly saving the amount of money you need for your retirement.

These education sessions will take place continuously throughout the 7 year initiative in our faith-based communities throughout our 34,000 church network.