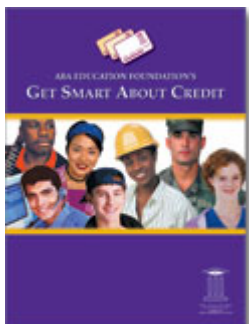


**ABA Education Foundation  
Get Smart About Credit Resource Kits**

Financial education is an important service that bankers can provide in their communities. While credit is a sophisticated subject, it can be simplified with the help of the **Get Smart About Credit resource kit**. The kit takes you through the entire process of planning and teaching valuable credit lessons, such as managing a credit card account, reading a credit report and avoiding identity theft.



We updated and improved the Get Smart About Credit resource kit for the 2008 program year as a result of lessons we have learned about teaching credit education and engaging the teen/young adult audience since this program started five years ago.



**The Get Smart About Credit resource kit** is now available! A special discount for Members of the ABA Marketing Network is also available.

Catalog #3004160  
\$165 List Price  
\$ 95 Member Discount



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**5 CD-Pack of GSAC Supplemental Visual Materials**

Catalog #3004170  
\$ 60 List Price  
\$ 30 Member Discount



## How are the kits different?

For the first time, the kit includes electronic materials to supplement the written lesson plans and handouts. We also updated the lesson plans and streamlined the Banker Resources section. Master copies of the popular Money Talks Newsletter series were added to the Additional Resources section.

The Communications section of the kit was also expanded. A new Curriculum Standards guide for teachers clearly outlines more than 60 nationally recognized standards met by the Get Smart About Credit lessons. Sending the Curriculum Standards guide with the included approach letter to educators is a great way to propose the lesson to nearby schools. We added a new 650 word Opinion Editorial for bankers to customize and send to local newspapers.

The packaging was updated as well. The new tri-fold design keeps print and electronic materials portable and organized. Bankers will be able to locate the resource kit on their shelves easily because the space-conscious folder has a one-inch spine and the familiar Get Smart About Credit colors and faces.

## What is included in the kit?

The kit includes resources, tips and ideas for successful presentations, additional materials to give students after the presentation, sample media materials and lesson plans. In addition, a Flash presentation, PowerPoint slideshows of credit case studies, and guidelines for incorporating the new electronic materials into a presentation are included in every kit.

Bankers now can interweave electronic and hard copy materials to create an experience that informs – and engages – their teenage audience. The kit has guidelines on how to utilize the materials, as well as system requirements.



Click on the image of the kit for more details on the contents.

## Why did we raise the price of the improved Get Smart About Credit resource kit?

The addition of the supplemental visual materials on a CD increased the costs of producing the kit. These electronic materials are just one valuable part of the GSAC kit. It's hard to put a price on a great deal, but the new price takes into account the many updates and additions made to the kit. For banks large and small, we've done the work for you – simply open the folder and begin planning your presentation.

**Can I use one kit for everyone at my bank?**

Although we encourage you to make copies of the student handouts, the lesson plans are not reproducible. We recommend that you purchase one kit for every location or branch of your bank that will be participating. Quantity discounts and licensing agreements are also available. Please contact the ABA Education Foundation at 1-800-BANKERS (226-5377) for more information.