

AMERICAN ENTERPRISE PROJECT



PROJECT S.A.V.E.

PROJECT S.A.V.E.: “to encourage good saving, spending, and budgeting habits by educating all generations in the Platte County Community on financial literacy.”



AMERICAN ENTERPRISE PROJECT

Platte County High School • 2018 -2019

Platte City, Missouri • Chapter #9204

WRITTEN BY:

Connor Green, Isabella Scarpelli, & Mekenzie Dalton

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**2018 - 2019
American Enterprise
Project**

Platte County High School
"Home of the Pirates"

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PURPOSE OF PROJECT

INTRODUCTION

“Everyone has a chance to learn, improve, and build up their skills.” This is a quote from the American businessman, Tom Peters. It served as the basis for the American Enterprise Project this year. Referring to a free enterprise system, we find people can achieve greatness when given the tools they need to be able to properly and thoroughly improve on themselves. We see each experience as an opportunity to learn new skills, and utilized this project to reach out to the community. We believe that by educating the citizens of our community, both young and old, we can help by teaching them how to effectively handle finances so they will be able to reach their financial goals in the future. We believe if our community understands how to set a goal, make a plan, properly budget, and learn to save, they will have a higher quality of life, and a modern day American Dream.

The Platte County High School Chapter of Future Business Leaders of America planned, developed, and implemented a hands-on project called “Project S.A.V.E.” designed to inform citizens about smart spending, saving, and budgeting. We wanted our community to learn positive money habits by teaching them how they could easily save, budget, and practice smart spending to improve their financial life and build wealth. The purpose of this project was accomplished through a variety of activities throughout our chapter, school, and community. These activities included participation in inviting guest speakers to our school to promote saving and budgeting, involvement in the Veterans Day Assembly to recognize those who have fought for our freedom and quality of life, promoting saving and budgeting through school wide fundraisers and lessons, attending a leadership workshop, community service opportunities, and many more events. In addition to accomplishing the nine national FBLA goals, four primary goals were established to make the partnership with Platte Valley Bank and Garret Planning Network and the American Enterprise Project beneficial and effective.



FBLA members reading the Children’s Book (created by FBLA Members & Platte Valley Bank) covering financial literacy and the importance of savings for children Pre-K through Elementary.

S olution	Bring together diverse groups to encourage and support others to save effectively. Commit to saving.
A ccess	Provide useful savings tools and resources. Set a goal and make a plan to reach that goal.
V alue	Make, impact, and strengthen personal values. Learn to budget charitable contributions.
E ducation	Motivate, encourage, and educate others to save money, reduce debt, and build wealth.

MISSION

The Platte County Chapter of Future Business Leaders of America’s mission is to “encourage good saving, spending, and budgeting habits by educating all generations in the Platte County Community on financial literacy.” We are committed to educating citizens of all ages and strive to inspire the next generation to be financially stable: understanding what their financial future holds.



Lastly, the Platte County Chapter of Future Business Leaders of America vows to increase the knowledge and awareness of the American Enterprise System, saving, spending, and budgeting throughout the school and community with the development and implementation of the American Enterprise Project.





PURPOSE OF PROJECT

PROJECT GOALS

The Platte County Chapter of Future Business Leaders of America strives to fulfill the goals established for FBLA members. Through the American Enterprise Project, FBLA members were given the opportunity to achieve all of the nine national goals set for the Future Business Leaders of America. Benefits received from achieving these goals will impact members for a lifetime.

- * **Goal 1. Develop competent, aggressive business leadership.** FBLA members developed their business leadership skills by implementing "Project S.A.V.E." which included visiting elementary and high school classrooms to introduce or reinforce the concept of saving through activities and resources. PCHS FBLA partnered with two businesses for support in implementing the project.
- * **Goal 2. Strengthen the confidence of students in themselves and their work.** FBLA members' confidence was enhanced as they met and worked closely with local businesses and guest speakers to help educate community members.
- * **Goal 3. Create more interest in and understanding of the American Business Enterprise.** Students and community members took part in learning about the American Enterprise System through a variety of activities prepared by FBLA members. FBLA members helped citizens increase their knowledge and awareness of the American Enterprise System and financial literacy through the implementation of the American Enterprise Project. Lastly, members hosted a booth at the city-wide "Sample the City" to promote PCHS FBLA and chapter projects.
- * **Goals 4 & 6. Encourage members in the development of individual projects, which contribute to the improvement of home, business, and community and encourage and practice efficient money management.** We believe in supporting the leaders of tomorrow through providing educational opportunities to enhance financial literacy. FBLA members used information gathered by a survey to craft activities for America Saves Week. Throughout an entire week, all students of Platte County High School participated in activities including Kahoot! Quizzes, educational videos, and the Pennies for Pirates Coin Drive. Lastly, members assisted with the Veterans Day Assembly at the end of the week to promote community patriotism.



Project leads Isabella Scarpelli and Jackson Todd with Treasure Chest donations from FBLA members.

- * **Goal 5. Develop character, prepare for useful citizenship, and foster patriotism.** The participating FBLA members served as positive role models to encourage students to strengthen their character as they progress in their schooling. A large part of the project was teaching citizens how to budget giving donations into their lives. FBLA members helped organize a school wide competitive Pennies for Pirates Coin Drive to raise money for the Platte County Treasure Chest, a food pantry in Platte City for PCR-3 students and families in need. The team members of the FBLA chapter projects also participated in the Trick-or-Treat so Others Can Eat donation drive, where they went door-to-door on Halloween, asking for food donations rather than candy. All proceeds were given to the Treasure Chest.
- * **Goal 7. Encourage scholarship and promote school loyalty.** Throughout the implementation of the American Enterprise Project, students learned the importance of loyalty to each other and the school. FBLA members were able to encourage students to become involved in school projects such as participating in the district-wide Savings Campaign, and encouraged scholarship through academics and community service.
- * **Goals 8 & 9. Assist students in the establishment of occupational goals and facilitate the transition from school to work.** FBLA members planned and implemented a presentation to students in order to teach them the importance of financial literacy and getting involved in school to build occupational skills. Students were provided with information about the American Enterprise System and financial literacy through a variety of lessons and community service opportunities. FBLA members also learned about how different sized businesses operate by listening to representatives from local businesses and banks, and attending local chamber of commerce meetings.





RESEARCH

SCHOOL NEEDS

The Platte County School District is dedicated to preparing individual learners for success in life by providing meaningful experiences. The vision is “building learners of tomorrow” which aligns with the mission, goals and values of FBLA to support the future leaders of tomorrow. The location, schools, and friendly atmosphere make Platte County School District attractive to people wishing to relocate in or around the Kansas City area.



In addition, the Platte County School District is an integral part of an area known for its history as well as for what it offers the future for the Northland of the metropolitan Kansas City, Missouri, area. Platte County School District strives to maintain continuous improvement through implementation of its vision, mission and core values. Platte County FBLA can help the district achieve their “principles of learning” through the implementation of the American Enterprise Project. Platte County FBLA decided to focus on financial literacy accompanied by entrepreneurial and business leadership skills after observing the habits of students in the area and noticing the lack of education on these topics in the classroom. The topics addressed in this project serve as tools to positively impact the community and prepare students for life after high school. With the help of Platte County FBLA, the Platte County School District is building partnerships with community leaders to help promote financial literacy and entrepreneurship in the classroom while helping students throughout the district learn about the American Enterprise System. Together, we will work to enhance the economy by supporting an innovative community, build responsible citizens through financial literacy, and work towards a better tomorrow.

COMMUNITY NEEDS

Platte City, Missouri is a town rich in tradition and history, yet progressive in quality of life. Built on the bluffs of the Platte River, the Platte City area has many scenic roadways for outdoor enthusiasts. Whether in town on business, visiting friends and relatives or relocating to the area, Platte City has something for everyone. The Platte City Area Chamber of Commerce & Economic Development Council’s mission is connecting members with business resources to stimulate growth through retention, expansion, and community development efforts. The school district is an integral part of this mission and the economic stability of the community. Platte County FBLA can help bridge the gap between education and the business world. Empowering students and citizens of the community while embracing an inclusive view of financial literacy is essential to our long-term economic growth and global competitiveness. Together, we must connect to the education and business resources to stimulate community development efforts and leave behind a progressive legacy. Through implementing the American Enterprise Project, Platte County FBLA can continue to inform the community about the American Enterprise System which helps the local economy to progress. Over the years, the American economy has changed, and communities must adapt to these new realities. Today, knowledgeable workers and a culture of innovation and creativity is the epitome of the 21st century economy. Thus, financial literacy plays a vital role in the improvement of the American economy by strengthening economic growth and is at the heart of every thriving economy. The American Enterprise Project plays a crucial role in educating students and the community about the importance of the American Enterprise System. By focusing on business and financial literacy, as well as supporting the leaders of tomorrow, the project enhances entrepreneurial and business leadership skills. Through this project, Platte County FBLA serves to benefit the local economy and help it flourish.





PROJECT S.A.V.E.

PLANNING & DEVELOPMENT

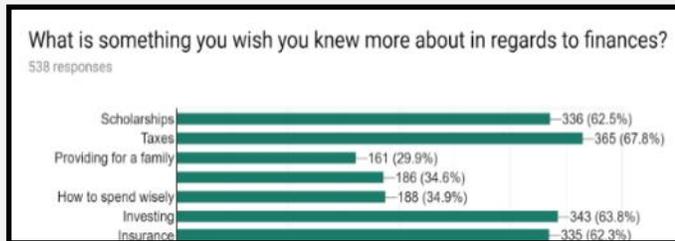
DEMAND ANALYSIS

In order to better understand the target audience and their needs, a demand analysis including online research and a survey was conducted prior to the planning and development of the American Enterprise Project.

TARGET AUDIENCE

- Elementary Education
- Middle School Education
- High School Education
- Community Education

According to the *Charles Schwab Teens & Money Survey* students would rather learn about money management in a class before making mistakes in the real world. In addition, close to half of teenagers today (46%) feel sharing their knowledge and helping others learn how to use money wisely is how they can help the United States economy the most. In addition to online research, a Google Forms survey was



sent out to the entire student body of Platte County High School. We found that over one-third of PCHS students wanted to know more about smart spending and how to budget. In addition, students lacked essential knowledge and skills necessary to benefit themselves and the local community. The results proved there is a need to focus on financial

literacy, the importance of saving, and how to achieve financial stability by creating a budget. After surveying and researching, we were able to develop our focus creating "Project S.A.V.E."; a savings campaign to be implemented district-wide and throughout the community. The focus would be to bring together diverse groups to encourage and support individuals to set goals, create a budget, save effectively, and incorporate "giving" through budgeting for charitable donations. We were also able to inform others about the American Enterprise System by teaching them the chosen topics.

FINANCIAL ANALYSIS

A financial analysis was conducted in order to assess the availability of funds for the American Enterprise Project according to the Platte County FBLA chapter account. A budget was prepared based on the project goals, in addition to a variety of other resources including financial records from past chapter projects and activities, discussions at FBLA business and committee meetings, and the chapter budget for 2018 - 2019. In order to save money, we partnered with Platte Valley Bank and Garrett Planning Network to create materials for learning. In addition, FBLA members were given lettering points for service and donations. With the help of our business partners and all 48 members, expenses for the project were kept to a minimum.

ACTIVITY	SUPPLIES COST	DONATED	FINAL COST
Sample the City	\$100	\$100 (businesses donated raffle prizes)	\$0.00
American Enterprise Week	\$78.47	\$0.00	\$78.47
Pennies for Pirates	\$39.96	\$0.00	\$39.96
CTE Week	\$186.06	\$0.00	\$186.06
Blanket-a-Thon	\$1,950	\$1,500 (Platte Valley Bank donated 150 Fleece Blankets & PTSA Donated Incentives)	\$450
Student Workbooks & Materials for District-Wide Presentations	\$500 +	Donated by Platte Valley Bank	\$0.00
Financial Literacy Month (April 6 Family Event)	\$500 +	Donated by Garrett Planning Network & local businesses	\$0.00
TOTAL	\$3,354.49 +		\$754.49





PROJECT S.A.V.E.

PLANNING & DEVELOPMENT

COMPOSITION OF ACTIVITIES

After choosing to focus on smart saving and budgeting, members decided to create “Project S.A.V.E.” and implement a variety of activities to create awareness about the chosen topics. Instead of trying to reach the entire community in one event, we planned a multitude of activities that were specific to various age groups. We created original materials for each event to highlight the importance of the topics we were addressing and make each event personalized. These opportunities brought together local businesses, FBLA members, and other leaders throughout the school district. The activities planned were informational, collaborative, and interactive. Students of all ages, and adults in the community were left inspired to get involved in the school, community, and American Enterprise Project.

MEMBERSHIP INVOLVEMENT

The American Enterprise Project was a huge success and it would not have been possible without the support and dedication from Platte County FBLA members. With 100% membership involvement members were encouraged to participate through a variety of activities. This high involvement rate was achieved by offering lettering points and service hours to members. Participants could receive points towards lettering in FBLA as well as earn service hour credits for the A+ Program, Tutoring/Mentoring Programs, National Honor Society, and more. Members were able to participate in the project through service or material donations. Each member played a crucial role in the project. Below is a list of activities and Platte County FBLA member involvement.

ACTIVITY	MEMBERS INVOLVED	HOURS OF SERVICE
Sample the City and Platte City Chamber of Commerce	9 Members (19%)	36 Hours
Trick-or-Treat So Others Can Eat	6 Members (13%)	12 Hours
November Savings Week (High School) Pirates for Pennies / American Enterprise	48 Members (100%)	10 Hours
Veterans Day Acknowledgements	48 Members (100%)	24 Hours
CTE WEEK & Blanket-a-Thon	48 Members (100%)	48 Hours
Savings Presentations (Elementary & Middle School)	25 Members (100%)	250 Hours
April 6 (Financial Literacy Month) Sammy Rabbit /Garrett Planning Network	10 Members (21%)	50 Hours
TOTAL	48 Members (100%)	Approximately 430+ Hours

OTHER FACTORS

The American Enterprise Committee partnered with several other Platte County FBLA Teams to enhance resources available to complete the projects. The Partnership with a Business Project (a partnership with Platte Valley Bank) provided “real-world” connections and experiences for members. Working together, the group developed a plan to assist families in the community while providing business leadership opportunities for FBLA members. The Community Service Project allowed FBLA members to get involved in the community by donating non-perishable food, hygiene products, and blankets to the PCR-3 Treasure Chest, an organization that helps Platte County students and families. Together, these projects have helped strengthen the American Enterprise Project by helping students explore entrepreneurship, citizenship, patriotism, and community service opportunities.





PROJECT S.A.V.E.

IMPLEMENTATION

PHASE 1: CREATING AWARENESS

The Platte County Chapter of Future Business Leaders of America held an American Enterprise Project planning meeting on Thursday, August 30, @ 3:00 p.m., in Room #21. Chapter officers presented the vision for the American Enterprise Project. Led by project leaders, Mekenzie Dalton, Isabella Scarpelli, and Jackson Todd, a committee was developed to put a plan in place, and help implement the project. In addition, chapter advisers gave an American Enterprise presentation to help members better understand the American Enterprise System. When implementing any new idea or project, it is important to first create awareness. Thus, the Platte County Chapter of Future Business Leaders of America's first step in implementing the American Enterprise Project was to make the public aware of the upcoming activities.

On Thursday, September 27, Platte County FBLA participated in the second annual "Sample the City" hosted by the Platte City Chamber of Commerce. To create awareness and kick-off a variety of chapter projects FBLA members put together a booth display to promote Platte County FBLA. In addition, as part of our Project S.A.V.E. "value" goal (encouraging individuals to budget for charitable contributions) members collected raffle prizes from local businesses and sold \$1 Raffle Tickets to collect money for the Treasure Chest, a local resource center for families in need. Chapter officers were able to recruit other local organizations to participate and to help raise funds for the Treasure Chest. The event was a huge success with over 50 local vendors and more than 300 community members in attendance. Along with Platte County DECA and Moms with Preschoolers, Platte County FBLA raised \$130 to donate to the Treasure Chest and collected diapers and wipes for local families.

Throughout the project, PCHS FBLA sought out local businesses for support. To help with this endeavor PCHS FBLA established a partnership with the Platte City Chamber of Commerce. PCHS FBLA Officers attended monthly luncheons and meetings to visit with the local businesses about the upcoming activities and events. As a result of participation, a partnership with Platte Valley Bank and Garrett Planning Network was established to help support the project activities.

Our chapter sought to inform the community not only about the American Enterprise Project, but also the Platte County High School FBLA Chapter. We spread awareness through community activities, and the media. In addition, social media served as an important platform to inform the community.

In addition to the American Enterprise Project, Platte County FBLA enhanced financial, business, and entrepreneurial skills through the Community Service and Partnership With a Business Chapter Projects. Partnering with three local businesses (Treasure Chest, Platte Valley Bank, and DSQUARED & Co.) provided members with opportunities to experience "real-world" situations.

Each event in the project contributed towards creating awareness about the American Enterprise system and brought the community together for support.





PROJECT S.A.V.E.

IMPLEMENTATION

PHASE 2: SCHOOL INVOLVEMENT

- * **Children's Book Reading:** On February 21, 2019, a group of FBLA members went to the local pre-school to read a book created by Platte Valley Bank to the children. The book was entitled "Dollar Bill's First Savings Account" and focused on the importance of saving while showing how easy it can be. The book instilled financial vocabulary skills along with smart, responsible saving habits into the children at an impressionable age. In addition, members led a coloring activity to reinforce topics learned.
- * **Elementary & Middle School Presentations:** The American Enterprise Team led FBLA members and other school leaders through presentations at the local elementary and middle schools to reinforce financial literacy and the importance of savings. The presentations took place on January 14, January 28, January 30, and February 6 to over 1,200 students. The project leaders worked closely with Platte Valley Bank to create student workbooks to teach students about saving and budgeting. Three sets of workbooks were created based on grade level (grades 1 - 3, grades 4 - 6, grades 7 - 8). The diverse group of teen presenters led students through the workbook teaching them how to practice smart saving habits and the skills needed to make a budget. The activities were conducted in small groups to give more attention to each student so FBLA members could connect them to the skills and vocabulary surrounding the topics.
- * **America Enterprise Week / November Savings Week:** The American Enterprise Team wanted to reach into the classrooms of Platte County High School and teach about the American Enterprise System. The team accomplished this goal during the week of November 11-14. Project leaders created a lesson plan and guide to distribute and present during Pirate Learning Time (PLT). Students participated in a trivia game after watching informational videos about types of bank accounts, creating a budget, and saving for their education. Throughout the week, students were asked to bring change for a coin drive created by FBLA entitled "Pennies for Pirates". Over \$100 in change was collected and donated to the Treasure Chest. This activity helped team members and fellow students learn about the American Enterprise System, and enhanced financial literacy skills.
- * **CTE Week & Guest Speakers:** Throughout the school year Platte County FBLA partnered with Platte Valley Bank to find local business men and women who were experts in the field to be guest speakers in the classrooms. Students were able to have an open discussion with the guest speakers and receive guidance on saving and future occupational goals. In addition, members collaborated with DECA and FCCLA to celebrate Career and Technical Education (CTE) Week February 11-14, in which members completed various activities.



Assisting a pre-school student during Dollar Bill Savings activities.



Presentation leaders with their students eager to learn about saving!



Guest speaker for American Enterprise Week / November Saves Week.



FBLA Members celebrating CTE Week.



PROJECT S.A.V.E.

IMPLEMENTATION

PHASE 3: COMMUNITY INVOLVEMENT

- * **Northland Youth Leadership Summit:** Along with other student leaders, Platte County FBLA Officers attended the Northland Youth Leadership Summit on October 11, 2018. Members were able to interact with other students in the Platte County area while learning about their strengths and how to become successful leaders in the business world. Members felt better prepared after the workshop to teach others and spread awareness about the project.
- * **Trick-or-Treat So Others Can Eat:** On Wednesday, October 31 Platte County FBLA Officers and chapter project leaders participated in a "Trunk-or-Treat So Others Can Eat" throughout the neighborhoods in Platte City, Missouri. Members went door-to-door to pass out informational flyers about the Treasure Chest and collected non-perishable items. The 6-person team spent 2 hours collecting a total of 175 food and hygiene items. As part of our Project S.A.V.E. "value" goal (encouraging individuals to budget for charitable contributions) the American Enterprise Team created flyers promoting FBLA and the importance of budgeting. These flyers were passed out to the community during the Trunk-or-Treat So Others Can Eat activity.
- * **Veterans Day Acknowledgements:** In order to further impact the community, on Friday, November 9, 2018, FBLA Members created thank you notes to recognize those who have fought for our freedom. Thank you notes were delivered to Veterans as members welcomed them at the Veteran's Day Assembly. This small act of kindness allowed the FBLA chapter to support Veterans and inform them of the project and FBLA.
- * **Financial Literacy Month - Save as a Family! Event:** As part of all four of our Project S.A.V.E. goals and to further impact the community, on Saturday, April 6, 2019, FBLA Members will help Garrett Planning Network host a two-hour "Save as a Family" community event as part of Financial Literacy Month (April). The purpose of the event is to further the mission of financial literacy at all ages with an actionable plan to save for their dreams. Members will help lead the activities which include a presentation by Financial Adviser Tracy St. John from Financial Avenues, Teen Savings Workshop, arts and crafts, and more. FBLA members have already created promotional materials including a flyer, press release, and social media images. In addition, FBLA members worked with local businesses to collect giveaways and door prizes. We are excited to host this first-time event to promote saving as a family.
- * **Volunteer Service:** As part of our Project S.A.V.E. "value" goal (encouraging individuals to budget for charitable contributions) Platte County FBLA has participated in a variety of service activities for the American Enterprise Project and other Chapter Projects including Day of Hope, Giving Tuesday, the Blanket-a-Thon, and many more.



FBLA members preparing decorations for the Veterans Day Assembly.



Officers preparing for Trick-or-Treat So Others Can Eat.



One of the many service opportunities provided for members.





PROJECT S.A.V.E.

PUBLICITY

PUBLICITY

The Communications Committee of the Platte County Chapter of Future Business Leaders of America was in charge of informing the student body throughout the Platte County School District and the community about the American Enterprise System and upcoming events and activities for the American Enterprise Project.



Tweets Tweets & replies Media Likes

Platte County FBLA @fbla... · 19h
Pictures from the afternoon visit at the PreSchool. PCHS FBLA collaborated with @PVTI teach young kids about the importance of saving money!
@PlatteCountyR3 @PCHSHalls @PCHSprincipals @DrMikeReik

Platte County FBLA @fbla... · 22h
PCHS FBLA enjoyed visiting with the preschoolers this morning to talk to them about Saving Money! Thank you @PVBank for partnering with us on this project & donating the materials. @PlatteCountyR3 @PCHSHalls @PCHSprincipals @DrMikeReik

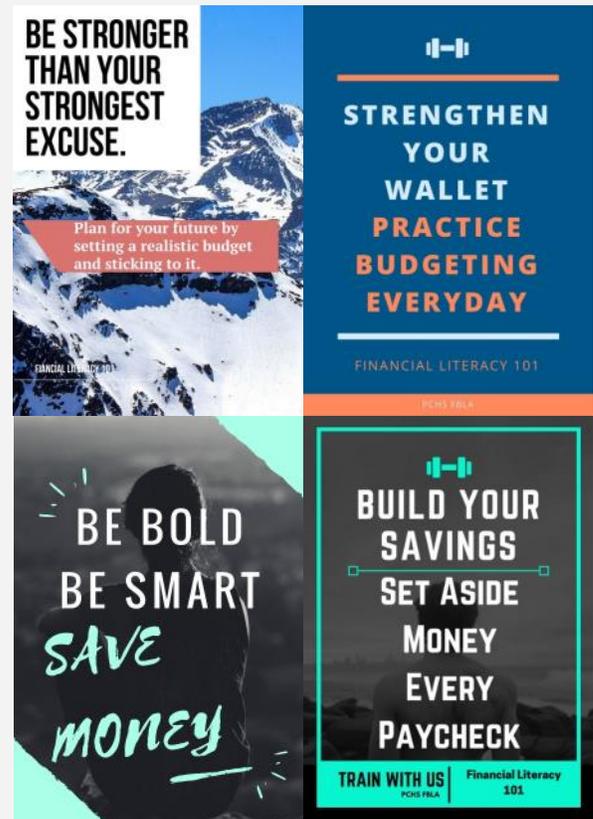
Information was released via the following:

Posters, Informational Flyers
(PCHS Hallways, Classrooms and distributed to schools throughout the district)

PCTV News
(video announcements)

School Announcements
(Intercom, beginning and end of school day)

Social Media
(FBLA and PCHS Facebook and Twitter Accounts, FBLA Website, Platte County School District Website)



Through publicity, the project was able to grow and influence as many people as possible. The Communications Committee's main goal was increase school and community involvement in the project as possible. Information about the chapter and American Enterprise system were spread throughout the Platte County community.





PROJECT S.A.V.E.

PUBLICITY

PUBLICITY

The Public Relations Committee of the Platte County Chapter of Future Business Leaders of America was in charge of informing the community about the American Enterprise System and upcoming events and activities for the American Enterprise Project.

Information was released through the following:

Newspaper

Platte County Citizen

The Landmark

The Pirate Clipper (Platte County Newspaper)

Social Media

Facebook (PCHS FBLA, PC District)

Twitter (PCHS FBLA, PC District)

The Platte County School District Website

FBLA members partnered with Garrett Planning Network to host a family financial literacy event, "Platte City Saves - Start Small. Think Big." @PlatteCountyR3 @PCHSHalls @PCHSprincipals



CTE WEEK

CAREER & TECHNICAL EDUCATION WEEK
DECA • FCCLA • FBLA

"Creating awareness to celebrate the value of CTE and the achievements of CTE Programs & Clubs (CTSOs)"

MONDAY, FEB 11 • CTE WEEK KICK-OFF
Hats off to CTE WEEK and GOOD CHARACTER!
Wear your favorite hat & play the "Scratch-Off Card Game" to win a prize. (Find a Club Officer for Scratch-Off Card & Redeem Your Prize in Room 21)

TUESDAY, FEB 12 • PROFESSIONAL ATTIRE
We are fans of Career & Technical Student Organizations (CTSOs) and GOOD CHARACTER!
"Dress for Success" and wear your professional attire. (Bring an item to donate to the Treasure Chest & enjoy "Taco Tuesday & Treats" in Room 9)

WEDNESDAY, FEB 13 • CLUB T-SHIRT
Multiply SCHOOL SPIRIT, PRIDE IN YOUR CLUB, & GOOD CHARACTER!
Wear your club t-shirt to celebrate DECA, FCCLA, & FBLA!

THURSDAY, FEB 14 • ADVISER APPRECIATION
Pirates have a heart for GOOD CHARACTER!
Wear RED & send a nice note to a friend, teacher, administrator, etc.!

CHARACTER
Warms the Heart

Bring in a Donation to the Treasure Chest during Character Wars the Heart Weeks!

WE'RE COLLECTING:
Shampoo & Conditioner, Baby Wipes & Diapers, Baby Paper & Paper Towels, Diapers & Underwear, Toothbrushes & Toothpaste

CLUB MEMBERS WILL EARN POINTS TOWARDS LETTERING FOR PARTICIPATION IN EACH ACTIVITY.

COLLECT MORE POINTS BY DONATING ITEMS FOR THE TREASURE CHEST.

FRACTURAL ARTS
PLATTE COUNTY HIGH SCHOOL

PLATTE CITY SAVES

Start Small. Think Big.

Saturday, April 6, 2019
YMCA Platte City
9:30 AM - 11:30 AM

Join Us

To further the mission of financial literacy for all ages! Walk away with an actionable plan to save for your dreams!

SAVING FOR...
Life • Emergencies • Retirement

Tracy S. John
CRPS®
Financial Avenues, LLC

Schedule:
9:30 AM: Get in the Habit! with Sammy Rabbit - Children's Program presented by PCR-3 FBLA
10:20 AM: Simple Saving as a Teen presented by PCR-3 FBLA
10:50 AM: Saving for Life - Emergencies - Retirement by Tracy St. John, CRPS®, Financial Avenues, LLC.

GARRETT PLANNING NETWORK
FBLA
NEVER TOGETHER
PLATTE COUNTY

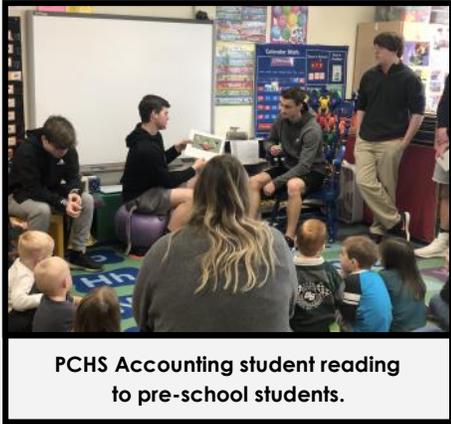




PROJECT S.A.V.E.

EVALUATION & RESULTS

As the project progressed throughout the school year, the activities and events held by Platte County FBLA reaped many benefits in both the school and community. The American Enterprise Team felt the greatest benefit was the awareness created for the FBLA Mission and the American Enterprise System.



PCHS Accounting student reading to pre-school students.

BENEFITS AND IMPACT ON SCHOOL

Our American Enterprise Project goes above and beyond FBLA's expectations "to encourage good saving, spending, and budgeting habits by educating all generations in the Platte County Community on financial literacy." With our project, thousands of people were able to find and take advantage of resources to help them become more financially aware and responsible.

Teaching individuals about a particular subject requires proper preparation of the knowledge being taught and the materials used in the process of education. By Establishing a relationship with the Platte City Chamber of Commerce to build partnerships with local businesses

(specifically Platte Valley Bank and Garrett Planning Network), Platte County FBLA members ensured they had the knowledge necessary to teach about financial literacy.

By the end of the American Enterprise events there was a visible change in the way our community members, young and old, viewed the American economy. Throughout the activities individuals were encouraged to spend less, save more, and establish healthy budgeting habits. People were taught to save money in order to improve their financial life and build wealth.

Through this project, a sense of purpose has been instilled within students in regard to volunteering, creating a passion for helping others and developing improvements to one's own community. Lastly, because of the success of American Enterprise Events, it is expected there will be an increase of students participating in Platte County FBLA and enrolling in business and marketing classes.

BENEFITS AND IMPACT ON COMMUNITY

The community was influenced dynamically by this project through both short and long-term impacts. Interactions with businesses in the area ensured the involvement of local professionals throughout the project. This partnership between students and local professionals transcends the goals of the project, providing avenues for the future success of FBLA members. A partnership was formed between the Platte County Chapter of Future Business Leaders of America, the Platte City Chamber of Commerce, Platte Valley Bank, and the Garrett Planning Network.

FBLA members worked closely with Platte Valley Bank to set up guest speaker presentations and assistance with the elementary, middle school, and high school presentations. This included developing presentation materials and financial support throughout the project. FBLA members also worked closely with Dori Thomas from Garrett Planning Network to host a family saving event called "Platte City Saves - Start Small. Think Big." for the entire community. In addition, other connections were made with local businesses. Due to our project, numerous students have reported that they have shown an interest in Business, Entrepreneurship, and Financial Literacy. Together, we hope to continue to educate the citizens of Platte County about the American Enterprise System and help promote and support economic growth



Donations collected during Trick-or-Treat So Others Can Eat.





EVALUATION & RESULTS

GROUP EVALUATION

The Platte County Chapter of Future Business Leaders of America worked as a team to create fun activities and learning opportunities for the community and students in the Platte County School District. After all American Enterprise activities were completed, the American Enterprise group leaders and committee collected feedback from FBLA members in order to put a plan in place for the 2019 - 2020 American Enterprise Project.

In order to receive feedback on the project, we sent a Google survey to students in grades 9-12. We found that the most popular activities were the guest speakers, Pennies for Pirates, and the activities with Platte Valley Bank. In addition, the Pre-School and Elementary teachers were extremely grateful for the Children's Book and Reading Activity. They invited us to come back next year or as often as we would like. The results proved the American Enterprise Project was a success and did help create awareness and understanding about the American Enterprise System. All 48 Platte County FBLA members were involved in the process in one way or another, creating a team of students with a goal of teaching the community and the Platte County School District about the business world, financial literacy, and the American Enterprise System. The American Enterprise Project provided many outlets for chapter participation, including volunteer opportunities, professional interactions, and behind the scenes logistical preparation. This on-going project and lasting partnerships has raised awareness for the Platte County FBLA, the American Enterprise System, and financial literacy. In addition, it enables students and individuals across the area to "create, lead, and inspire" through volunteering, community pride, and professionalism.

Evaluating "Project S.A.V.E." of the American Enterprise Project.

<u>Solution</u>	A partnership was formed between the Platte County Chapter of Future Business Leaders of America, the Platte City Chamber of Commerce, Platte Valley Bank, and the Garrett Planning Network. This team collaborated to
<u>Access</u>	Platte County FBLA members worked closely with Platte Valley Bank to set up guest speaker presentations and assistance with the elementary, middle school, and high school presentations. This included developing presentation materials and financial support throughout the project. FBLA members also worked closely with Dori Thomas from Garrett Planning Network to host a family saving event called "Platte City Saves - Start Small. Think Big." for the entire community.
<u>Value</u>	On October 31 Platte County FBLA Officers and chapter project leaders participated in a "Trunk-or-Treat So Others Can Eat" throughout the neighborhoods in Platte City, Missouri. Members went door-to-door to pass out informational flyers about the Treasure Chest and collected non-perishable items. The 6-person team spent 2 hours collecting a total of 175 food and hygiene items. For American Enterprise (November Savings) Week, students were asked to bring change for a coin drive created by FBLA entitled "Pennies for Pirates". Over \$100 in
<u>Education</u>	FBLA members and other school leaders visited local elementary and middle schools to reinforce financial literacy and the importance of savings to over 1,200 students. The project leads worked closely with Platte Valley Bank to create student workbooks to teach students about saving and budgeting. Three sets of workbooks were created based on grade level (grades 1 - 3, grades 4 - 6, grades 7 - 8). The diverse group of teen presenters led students through the workbook teaching them how to practice smart saving habits and the skills needed to make a budget. On Saturday, April 6, 2019, FBLA Members will help Garrett Planning Network host a two-hour "Platte City Saves - Start small. Think Big." community event as part of Financial Literacy Month (April). The purpose of the event is to further the mission of financial literacy at all ages with an actionable plan to save for their dreams. Members will help lead the activities which include a presentation by Financial Adviser Tracy St. John from Financial Avenues, Teen Savings Workshop, arts and crafts, and more. FBLA members have already created promotional materials including a flyer, press release, and social media images. In addition, FBLA members worked with local businesses to collect giveaways and door prizes. We are excited to host this first-time event to promote saving as a family.





PROJECT S.A.V.E.

EVALUATION & RESULTS

ACKNOWLEDGEMENTS

Platte County FBLA would like to thank the following people:

- * Thank you to everyone who joined us in recognizing and celebrating American Enterprise events.
- * Thank you to the elementary, middle, and high school teachers for allowing Platte County FBLA to come into their classrooms to teach students about the American Enterprise System and financial literacy.
- * A special thanks to the Platte County School Board, Administration, Faculty and Staff for your attendance and support throughout this event.
- * Thank you to the Platte County School District Communications Coordinator, Laura Hulett, for communications support via district social media and communication platforms.
- * Thank you to the Platte County Citizen, The Landmark, PCTV News and the Pirate Clipper for publicity support.
- * Thank you to local businesses and the Platte City Chamber of Commerce for their support and involvement throughout the American Enterprise Project.
- * Thank you to the YMCA for hosting our Financial Literacy Month—Save as a Family Event.
- * Thank you to Platte Valley Bank and Garrett Planning Network for partnering with us to help spread our message.



FBLA Members happy with the results from their Blanket-a-Thon for Treasure Chest (Value Goal).

FUTURE PLANS & GOALS

With the help of those mentioned above we accomplished all four of our Project S.A.V.E. goals as well as the nine national FBLA goals.

Implementation of the American Enterprise Project is planned to be an annual series of events to help further the establishment of FBLA in the Platte County School District. The first implementation in 2014 and 2015 we focused on creating awareness. In 2016 the goal was to focus on teaching business leadership and entrepreneurial skills. This year our project focused on teaching financial literacy. We plan to continue this project next year, focusing on digital citizenship. This project has been greatly appreciated by both the local schools and community, and everyone looks forward to the continuation of the American Enterprise Project.

We have already begun to see the impact of our efforts through the American Enterprise Project and making new connections for our future plans. Recently we were contacted by Tracy St. John from Financial Avenues to present to 120 high school students currently attending Northland Center for Advanced Professional Studies (NCAPS); an educational program offered to students in North Kansas City focusing on professional, innovative, and entrepreneurial education. We previously presented to Tracy St. John during our Platte City Saves presentation at the YMCA. She was very impressed by our work and asked if we would present to the Northland CAPS students in our community. It was a great accomplishment for us to be invited to such a big event, and to discuss everything we've learned through the process of this project. The presentation focuses on helping high school students who need guidance in the transition from high school to college.





PROJECT S.A.V.E.

APPENDIX

You look like you can start saving.

 Put some away for your education.

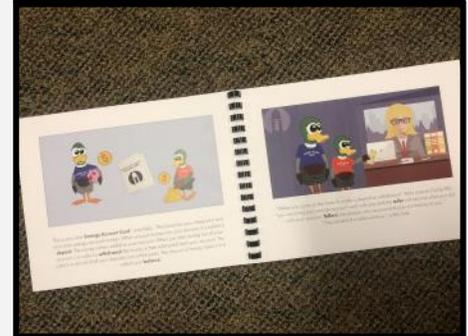
IT'S NEVER TOO EARLY TO START saving for that degree.
The sooner you start, the smarter you'll be.

Get tips and take the pledge to save at AmericaSaves.org.

 **AMERICA SAVES WEEK**



Children's Book about Saving created by PCHS FBLA and Platte Valley Bank.



Pennies for Pirates
PCT Collection Jar

MOST NEEDED ITEMS:

- Shelf-stable food
 - Banquet Complete Meals
 - Mac & cheese with premade sauce
 - Canned tuna and chicken
- Personal care items
 - Toiletries
 - Diapers
- Laundry and dishwashing soap
- New socks and undergarments

I, _____, pledge to save money, reduce debt, and build wealth over time.

I'm saving for _____. Each month, I will save \$____. At the end of _____ months, I will have saved a total of \$_____ to reach my savings goal.

AMERICA SAVES WEEK

TREASURE CHEST
connecting student needs with community resources

Pennies for Pirates materials for American Enterprise Week.

PLATTE COUNTY HIGH SCHOOL

Future Business Leaders of America

Platte County FBLA is a high school student business organization whose mission is to bring business and education together in a positive working relationship through innovative leadership and career development programs. With over a quarter of a million members, FBLA prepares students for careers in business.

Flyer passed out to people for "Trunk-or-Treat So Others Can Eat".

I, _____, pledge to save money, reduce debt, and build wealth over time.

I'm saving for _____.
Each month, I will save \$____. At the end of _____ months, I will have saved a total of \$_____ to reach my savings goal.

AMERICA SAVES WEEK

Sign up for savings reminders at americasaves.org

High school students took the pledge for American Enterprise (November Savings).

American Enterprise Project

The FBLA team is focused on providing a variety of some form of the American Enterprise Project within the school and to the community.

Our goal for the American Enterprise Project this year is to encourage others to learn how to save money by creating a budget.

Trick or Treat So Others Can Eat:
In order to help others regain their financial stability, we are asking for donations of non-perishable food items instead of Halloween candy. These donations will help eliminate increasing debt and allow people to find the assistance they seek while creating a budget and delegating their funds.

Other events:
PCHS FBLA is also participating in the America Saves Week in late February to learn how to and encourage others to take responsibility of their money. The team leaders of the American Enterprise Project are planning on having workshops and inviting guest speakers in order to inspire others to save.

"Trunk-or-Treat So Others Can Eat" Flyer.

