

# TIPS FOR RAISING FINANCIALLY SAVVY GIRLS

## **USE ALLOWANCE FOR COMPLETION OF CHORES AS A LESSON IN MONEY**

**MANAGEMENT.** Decide together how much to spend right away and how much to save for later. Set short- and long-term saving goals.

**ENCOURAGE INTERESTS THAT LEAD TO CAREERS.** If your daughter loves computers, introduce her to a programmer. If she enjoys writing, help her meet a journalist. Let her know that her interests today could lead to a rewarding career.

**OPENLY DISCUSS FAMILY FINANCES.** Show girls that budgeting is part of everyday life. Talk about your income, expenses and family budget.

**WATCH TV TOGETHER AND DISCUSS IMAGES OF WEALTH AND GENDER.** Are rich and successful female characters portrayed as friendly and productive or are they greedy and self-centered? Count how many times your favorite characters change their clothes. Do they need such a large wardrobe?

**USE ADS, WEBSITES, AND APPS TO TALK ABOUT SALARIES, THE COST OF RENTING AN APARTMENT AND BUYING A CAR.** Create a scenario for your daughter to pick her favorite job. How much money would she make? What apartment would she rent? What car could she afford to buy?

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## **DISCUSS HOW ADVERTISEMENTS TRY TO CONVINCING YOU TO BUY PRODUCTS**

Examine what information you really receive about the product. Notice the words they use to describe it. What types of people are seen using or suggesting the product?

**DEBUNK THE MYTH OF PRINCE CHARMING.** Most women will work for pay for a large proportion of their adult lives and need to be responsible money managers.

**ENCOURAGE GIRLS IN MATH.** Compare the cost of the advertised brand of cereal and a bargain brand. What does each cost per serving? How much is a tank of regular gas compared to premium? At the supermarket, ask her to calculate how much money the family could save by using coupons.

**PLAY AN INVESTMENT GAME TOGETHER.** Pretend to buy shares of a stock in a favorite fast food restaurant, toy store or other fun company. Watch its growth and/or decline and graph it over time.

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