



How to Start an Afterschool Secret Millionaires Club

WHO is eligible to start or join the Secret Millionaires Club (SMC)?

Join schools and organizations across the country in starting or continuing local branches of the *Secret Millionaires Club*, designed to help kids learn financial literacy and character-building skills. Benefit from words of wisdom shared by Warren Buffett, often referred to as the “Oracle of Omaha” because of his remarkable financial prowess.

- Created especially for kids in grades 3–6
- Featuring the “Grow Your Own Business Challenge” for kids 7–14!
- Available FREE to households and schools, including administrators, teachers, staff and students, at
 - www.SMCKids.com (primarily for students), and
 - www.SMCKids.com/LearnAndEarn (primarily for educators, parents, youth group leaders, and Club leaders)

WHAT is the Secret Millionaires Club?

The *Secret Millionaires Club* is an animated series created by Genius Brands International that features Warren Buffett mentoring a group of kids through various financial and business decisions. In addition to the animated series, the SMC Learn & Earn website, which launched in fall 2011 and is underwritten by the Fairholme Foundation, offers activities for teachers, parents, and youth group facilitators to help kids learn important financial lessons at a young age. And since kids learn in a number of different ways, the *Secret Millionaires Club* provides:

- The “Grow Your Own Business Challenge” to engage and inspire club members and potentially raise funds for your school and local community organizations
 - The GYOB contest features fabulous prizes and an opportunity for finalists to meet Warren Buffett!
- An interactive website, www.SMCKids.com, with a special Education “Learn & Earn” section filled with activities for teachers, parents, and volunteers
- TV specials on The Hub TV Channel
- 26 webisodes
 - Each is about 4 minutes long, and all are viewable on the websites above
- Grade-specific, standard-aligned teacher’s guides and student activities—downloadable and reproducible—for each of the 26 webisodes (plus a teacher’s guide and student activities for the TV special “Be Cool to Your School.”)
 - 27 activities for four separate grades (3, 4, 5 & 6) = 108 activities to keep your Club busy!



WHEN do SMC meetings take place?

Since the complete SMC program is fully accessible online, your school's participants in the *Secret Millionaires Club* can begin meeting at any time—but there's no time like the present, especially since the "Grow Your Own Business Challenge" begins on October 20, 2014!

When scheduling SMC meetings with your school, we recommend following your existing afterschool activities schedule. Looking for additional guidelines? Here are some (ballpark) tips to keep in mind:

- If possible, schedule the SMC to meet once or twice a week or more
- Consider watching 1–2 webisodes per Club meeting
- Allot approximately half an hour to forty-five minutes for each webisode and its pre- and post-viewing activities, depending upon the size of your Club and its individual needs
- Need a snapshot of the big picture? Here's a rough overview:
 - 1 meeting per week for 13–26 weeks
 - 2 meetings per week for 7–14 weeks
 - 3–5 meetings per week for 3–9 weeks

WHERE does the Secret Millionaires Club meet?

The SMC material is available FREE online, so each branch of the SMC meets in a location of its choosing. We recommend reserving a classroom, computer room, or library for your Club meetings. Keep in mind that you will need Internet access and computers, tablets, or an interactive whiteboard on which to display the webisodes.

- If a meeting space with Internet access is not available, you may wish to assign webisodes for Club participants to watch between meetings. If you choose this approach, focus on discussing the webisodes and completing the associated activities during meetings

WHY should someone start or join a local branch of the Secret Millionaires Club?

As economic challenges in recent years have demonstrated, it's crucial that *all* members of society have a good understanding of financial literacy in order to create and maintain financially stable local, regional, national, and global communities. It's never too soon to begin teaching kids the tenets of financial literacy—especially when the information is provided in a fun and kid-friendly format and bolstered by one of the greatest financial minds of our time, Warren Buffett.

In addition, afterschool programs are in growing demand, but sometimes it's difficult to decide what sorts of programs to implement. The SMC is a standards-based turn-key program, meaning everything has already been prepared for you and your student participants.

HOW do I run the Club?

The *Secret Millionaires Club* is set up to be easy to participate in for schools, students, and parents. It is entirely FREE and user-friendly. Here's what you'll need to do to get started.

- Find a place for the Club to meet

- If at all possible, the meeting place should have an Internet connection and computers, tablets, and/or an interactive whiteboard on which to present/view the webisodes
- Unless you have some flexibility with location, you may wish to cap the group size in advance in order to fit the location you choose. Alternately, consider hosting two or more grade-based Clubs (e.g., grades 3–4 in one Club and grades 5–6 in another)
- Find a Club facilitator
 - This could be an administrator, teacher, or parent volunteer
 - Hard for one person to find enough time? Consider alternating facilitator
- Advertise the club to potential participants and their parents!
 - Kids in grades 3–6 will love the animated webisodes and learn important financial, math, and character-building skills from the associated activities.
 - Kids 7–14 will be motivated by and learn from the “Grow Your Own Business Challenge”
 - Parents will be delighted that their kids are learning how to be financially fit in a fun, structured way
- Make sure you have access to a printer and/or copy machine to print and make copies of the teacher’s guides and student activities that you’ll need for the Club meetings

FAQs

Does the Club have to meet after school? What if we have time during the school day or on weekends to participate in the SMC?

Any time is a great time to join and participate in the SMC! If your school curriculum allows for participation during the regular school day, or if you have time on weekends, that’s wonderful! As noted above, scheduling is flexible and easy to customize, and the materials you’ll need are available whenever you’re ready to begin. You may choose to have kids work on SMC materials during the school day, after school, and/or on weekends. You may even opt to have a special assembly or event day at your school to kick off participation in the SMC and help kids get involved in the “Grow Your Own Business Challenge.”

What is the “Grow Your Own Business Challenge”?

The fourth annual GYOB challenge motivates kids 7–14 to come up with their own ideas for a business. There are individual and group categories for the challenge.

- The challenge begins October 20, 2014 and ends January 31, 2015.
- Everything necessary to enter the challenge is provided on the SMC websites. Visit www.SMCKids.com/contest for more details and official rules.
- All finalists will meet Warren Buffett!
- One individual grand prize winner will be awarded \$5,000
- Each member of the grand prize-winning team will be awarded \$5,000
- Teachers/mentors nominated by individual and group finalists will be awarded \$250
- Teachers/mentors nominated by the grand prize winners will be awarded \$1000

- All GYOB participants will be encouraged to create a business that raises money for their school and/or a local community-based organization

Does our school have to join the Secret Millionaires Club to participate in the “Grow Your Own Business Challenge”?

If your school does not currently have the time or resources available to start a local branch of the SMC, that’s okay. As mentioned, you may start a Club at any time. But the “Grow Your Own Business Challenge” begins on October 20, 2014 and ends on January 31, 2015, so kids 7–14 should begin getting ready to enter the challenge today!

We recommend sharing the website links provided above with students, parents, teachers, administrators, and staff at your school. Encourage kids to watch the webisodes and TV specials. Then, let kids 7–14 know that they can enter the “Grow Your Own Business Challenge” by following the guidelines at www.SMCKids.com/contest.

Is there an SMC contact or expert I can get in touch with if I have questions?

Absolutely! If you have any questions, please contact BKFK at programs@BKFK.com.

ADDITIONAL RESOURCES

New to afterschool clubs? This will help you get started.

- Afterschool Alliance: Starting an Afterschool Program
<http://www.afterschoolalliance.org/startingaProgram.cfm>

Need help with funding? Check out the websites below.

- Afterschool Alliance: Funding and Sustainability
<http://www.afterschoolalliance.org/funding.cfm>
- Online Fundraising Tools:
 - Rally: Share Your Story. Raise Money.
<https://rally.org/>
 - CrowdTilt
<https://www.crowdtilt.com/>

Looking for volunteers to help implement the SMC?

- VolunteerSpot
<http://www.volunteerspot.com/school>

Want more information on financial literacy for students?

- Jump\$tart: Financial Smarts for Students
<http://www.jumpstart.org/>

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