

# TIPS FOR TALKING TO GIRLS: FINANCIAL LITERACY

At Girls Inc. we believe girls have the right to prepare for interesting work and economic independence. Parents and other adults' in girls' lives have a critical role to play to ensure that girls have the knowledge and skills to manage their finances to meet personal, family, and other goals. Use these tips to help girls become more financially savvy and understand their rights related to money.

**Use allowance for completion of chores is a lesson in money management.** Decide together how much to spend now 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 financial planning is part of everyday life. Talk about your income, expenses and family budget. Try balancing your checkbook together.

**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?

**Create a scenario for one or two jobs a week that the two of you observe people doing or that interests her.** If she had that job, how much money would she make? What apartment could she rent? What kind of car could she afford to buy?

**Discuss how advertisements try to convince you to buy products.** Examine what information you really receive about the product. Notice the words they use to describe it.

**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.

