



ABOUT THIS TOPIC:

By setting goals and evaluating the purpose of advertising, children can make better saving and spending decisions.

FROM THE CLASSROOM:

What is a goal? A goal is something you plan to achieve.

What is the difference between a short-term goal and a long-term goal?

A short-term goal is something you want to achieve soon, such as today, this week, or next month (for example, getting a good grade on an upcoming test). A long-term goal is something you want to achieve in the future, such as in one year, five years, or when you are grown up (for example, learning to play the violin or going to college).

Why is it important to set goals? Setting goals helps you focus on the things you want to achieve.

What is a savings goal? A savings goal is an amount of money you plan to put aside to buy something.

What is the purpose of advertising? The purpose of advertising is to persuade others to buy the product so the company who paid for the ad can make money.

How might advertising influence your decisions to spend or save money?

Advertising may influence you to want to spend money instead of saving it, or spend more money than you were planning to spend.

WORDS TO KNOW:

Advertisement or Ad: A public notice or announcement that a company pays for to help promote and increase sales of a product or service.

Long-Term Goal: Something you want to achieve in the future, such as in one year, five years, ten years, or more.

Savings Goal: The amount of money you plan to put aside for a specific purpose

Short-Term Goal: Something you want to achieve soon, such as in two weeks or a few months.

RESOURCES:

BOOKS:

- *It's a Habit, Sammy Rabbit!* by Sam X Renick: Sammy learns a secret about saving that he puts into practice, which ends up helping his whole family.
- *Danny Dollar Millionaire Extraordinaire—The Lemonade Escapade* by Ty Allan Jackson: Eleven-year-old Danny Dollar chases his dream to become a millionaire while teaching readers about financial literacy.
- *Lulu Walks the Dogs* by Judith Viorst: Lulu works to earn money to reach her mysterious “super special” long-term goal.



GAMES AND ONLINE RESOURCES:

- **FTC Admongo:** Play this adventure game to find out about ad literacy.
<http://game.admongo.gov>
- **PBS Don't Buy It:** Learn more about advertising tricks with these fun quizzes.
<http://pbskids.org/dontbuyit>

CONVERSATION STARTERS ... ASK YOUR CHILD:

- **What are your short-term goals? How do you plan to reach them?**
- **What is one of your long-term goals? How could you work toward that goal?**
- **What commercials or other kinds of ads did you see today? Describe the one you remember the most.**
- **How did that ad try to influence people to buy their product?**

TRY THIS AT HOME:

Create a Goals Chart: Share some of your short-term and long-term goals, and how you plan to meet them. Ask your child to do the same. Write them down on a chart to track your progress together.

Talk About Commercials: Turn television time into a teachable moment by discussing commercials that you see. Talk about the purpose of each commercial, how it is trying to influence people to buy the product or service, and who the intended audience could be. You may also want to talk about advertising that you hear on the radio or see on the Internet.

TRY THIS AT THE DOCTOR'S OFFICE:

Examine Magazine Ads: While sitting in the waiting room, identify and discuss advertising that you see in magazines. Talk about the purpose of each ad and how it is trying to influence people to buy the product or service.

TRY THIS AT THE BANK:

Open an Account: Open up a savings account for your child. He or she can save up for a long-term spending goal by adding to the account after money is earned or gifted.