

Campus-Wide **Financial Literacy** Challenge

How-to Guide & Best Practices for Launching a
University Campus-Wide Financial Literacy
Challenge

QUESTIONS?

Contact your personal account manager or our sales team:



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Campus-Wide Financial Literacy Challenge

How-to Guide

Best Practices

1. **Secure campus buy-in** from the dean, student affairs, and faculty.
2. **Designate a campus coordinator** to serve as the primary contact.
3. **Partner with student clubs, residence life, and career services** to reach students across campus.
4. **Host a kickoff session** to introduce students to both games and launch the challenge.
5. **Schedule an awards ceremony** to recognize top performers and participants.
6. **Announce the winners** through campus media and social channels.

Why You Should Do It

- ✓ **Build practical money skills.** Students practice budgeting, paying bills, using credit, saving, and investing before graduation.
- ✓ **Reach students campus-wide.** Engage students across majors through interactive games and financial education.
- ✓ **Zero additional cost.** Included with your site license or branded site.
- ✓ **Minimal time commitment.** Just 1–2 hours for kickoff and oversight.
- ✓ **We run it.** Stock-Trak handles setup, support, and auditing.
- ✓ **Prizes included.** Available with your existing license at no additional fee.

Incentive, Prizes and Recognition

Stock-Trak provides **\$250–\$500 in Amazon gift cards** (based on your license) and audits the top-performing participants.

To qualify: Run a campus-wide competition with at least 20 students who make one trade in the Stock Game and complete at least one month of the Budget Game.

Want to make it bigger? Ask your dean to match the prize funds to encourage participation and expand the challenge across campus.

Contact Your Sales Manager to Get Started

sales@StockTrak.com

UNIVERSITY CAMPUS-WIDE FINANCIAL LITERACY CHALLENGE



THINK YOU'RE GOOD WITH MONEY? **PROVE IT.**
REGISTER FOR **FREE**

WHY JOIN?

- ✓ FREE TO JOIN
- ✓ NO REAL MONEY AT RISK
- ✓ \$500 IN AMAZON PRIZES
- ✓ BUILD REAL-WORLD MONEY SKILLS
- ✓ COMPETE AGAINST YOUR CAMPUS

KICK-OFF SESSION

MAR 15 @ 11 AM

Trading Room

Professor X will introduce the **Stock Game + Budget Game** and show you how to start competing.

22 **MAR**
2027

CHALLENGE RUNS
MAR 22 - APR 30

STOCK GAME + BUDGET GAME

Invest with virtual cash. Manage a real-life budget. Put your money skills to the test.



SAMPLE QR CODE

SCAN TO JOIN THE CHALLENGE

Register @ Your URL here
WWW.Website.COM