

Top tips for getting learners to your *Money Matters* workshop

We spoke to host organizations across Canada. Here's what works for them.

1. Create a roster

Find out what money topics members of your community want to learn about. Ask for their contact information so that once you've booked the *Money Matters* workshop(s) that cover(s) those topics, you can contact them to give them the first chance to sign up!

2. Use clear language when you promote your workshop(s)

Be sure to include all the information that the learners need, for example: the time and date(s) of the workshop(s), and what topics they will cover.

3. Use the free *Money Matters* promotional posters

Once you book your workshop(s), you'll receive a free *Money Matters* promotional poster that you can fill in. Put the posters up throughout your organization or share them through email and social media. If you'd like to create your own promotional posters, contact us for more information.

4. Have learners pre-register

When you promote your workshop(s), ask learners to register before the first workshop, either in person, by phone, by email, through a [Facebook](#) or [Meetup](#) group, or other online sign up process.

5. Let learners know space is limited

In your promotions, include the number of spaces available in your workshop. You might say "Only 20 spaces available". When learners hear this, they're more likely to sign up so they don't miss out!

6. Be strategic with your promotion

If offering the workshop(s) at the beginning of the year, you might say "It's the New Year! Resolve to manage your money!" In the fall, you might say "Start saving for the holidays!"

7. Go to where the learners are

Place your *Money Matters* posters where your target audience might meet. For example, try food banks, religious centres, grocery stores, street ministries, corrections offices, social agencies, etc.

8. Involve other service providers

Share information about your workshop(s) with other service providers in your community (for example: nurses, occupational therapists) who can then let their own clients know about your workshop(s).

9. Provide incentives

Consider providing coffee, tea, snacks, bus tickets or tokens, or raffle tickets for items like gift cards to encourage learners to attend. The honorarium cheque we send you will help cover this cost.