



**Go for the Green
Paul Pradel Financial Literacy
Ambassador Scholarship
Program**

ELIGIBILITY AND CRITERIA

- Applications are due **by 5:00 p.m. EST on Friday, October 27th**
- Applicants will be notified **by 5:00 p.m. EST on or before Friday, November 10th**

AWARD FEATURES

- Five winners will receive a scholarship at the end of the Fall Semester 2023 for use in Spring 2024. There are two award categories for submission for this scholarship program:
 - **Virtual Advertising Campaign:** Top two submissions from category will receive a \$1,500 scholarship.
 - **Why Financial Literacy? Campaign:** Top two submissions from the category will receive a \$750 scholarship. A third honorable mention awardee will receive a \$500 scholarship.

ELIGIBILITY AND CRITERIA

- Applicants must be currently enrolled at Michigan State University and able to receive scholarship distribution in the spring term 2024 (after the winners are announced and officially contacted).
- Incomplete or inaccurate applications will not be considered (e.g., missing, or un-matched criteria).
- Award recipients must submit a letter of acceptance and thank you within two weeks of notification to receive the award. Letters should be addressed to the Go for the Green committee and alumni donor, Mr. Paul Pradel. The letters will be submitted to the committee by Erica Tobe at tobee@msu.edu.
- Depending on the amount and type of an applicants' financial aid package, this award scholarship may change the aid package. If selected as a scholarship recipient, it is the student's responsibility to investigate whether the award will adversely affect their financial aid.

SUBMISSION REQUIREMENTS

Submissions are due by **5:00pm EST on October 27th**. Scholarship applicants will be notified by **5:00pm EST on or before November 10th**. Six winners will be selected in total.

Applicants can compete in one (or both*) of the following categories:

1. **Create a Virtual Advertising campaign** that highlights the **importance** of and **availability** of financial literacy initiatives on MSU's campus.
 - a. The campaign **must** highlight (at a minimum):
 - i. Go for the Green yearly free seminars. To view a listing of the previous seminars, please review the [Go for the Green website](#).
 - ii. Current Human Development and Family Studies courses focused on financial literacy:
 - HDFS 138: Introduction to Financial Literacy
 - HDFS 238: Personal Finance
 - HDFS 438: Applied Resources Management Practicum
 - HDFS 454: Family Resource Management
 - iii. College of Social Science Resource Management Minor for the Individual, Family, and Society
 - https://reg.msu.edu/AcademicPrograms/ProgramDetail.aspx?Program=RMIFS_MNUN

- b. The virtual advertising campaign should include a variety of mediums such as: a logo, short video clips (for use on social media), graphics, news articles, or others. Be thorough and creative. Campaign should include:
 - The importance of financial literacy for college students
 - The offerings available under the **Go for the Green** campaign (see above)
 - The reason. Explain why MSU (Michigan State University) students should take advantage of and learn about financial literacy.
 - c. Submissions must include how best to market this campaign to students (e.g., email, in class presentations, social media). Strategies for marketing must be included in your proposal and answer the question - "What is the best way to disseminate the information you created?"
 - d. If a video is incorporated into the final submission, you must include the words "Go for the Green" to promote [MSU's Go for the Green financial literacy initiatives](#) and direct students to the website.
 - e. All submissions must include quality content and appropriate application of the concepts.
 - f. Completed submissions should be emailed to Dr. Tobe at tobee@msu.edu by October 27th at 5 p.m. EST. If use of video occurs, video submissions should be uploaded first to MSU Media Space (with permissions set to unlisted) and include a shareable link in an email to Dr. Tobe (tobee@msu.edu).
 - g. By submitting an entry to this competition, you are giving the MSU College of Social Science and MSU HDFS faculty and staff permission to use your submission to promote personal finance initiatives.
2. **Create a "Why Financial Literacy?" video** that identifies and describes, at minimum, **one reason financial literacy is important** and **three financial literacy tips** for MSU students!
- a. The maximum length of the video is 3 minutes.
 - b. The video should adequately address one reason financial literacy is important, three financial literacy tips, and appropriately apply any related financial literacy concepts and topics in the submission. Significant weight will be placed on entries that include high quality content and appropriate application of the concepts.
 - i. Need to brush up on your financial literacy skills prior to submission? – Check out: [40 Money Tips Every College Student Should Know](#) (Source: National Endowment for Financial Education)
 - c. Submission should include the words "Go for the Green" in the video to promote [MSU's Go for the Green financial literacy initiatives](#) and direct students to the link for more information.
 - d. Video submissions should be uploaded to MSU Media Space (with permissions set to unlisted) and the shareable link should be emailed to Dr. Erica Tobe at tobee@msu.edu by October 27th at 5:00 p.m. EST.
 - e. By submitting an entry to this competition, you are giving the MSU College of Social Science and MSU HDFS faculty and staff permission to use your submission to promote personal finance initiatives.

*If submitting to both contests the applications must be distinct and follow the directions and considerations outlined for each contest. Copied submissions will not be considered.

POINT OF CONTACT

Direct all inquiries to Dr. Erica Tobe at tobee@msu.edu and Dr. Amanda Guinot Talbot at guinotam@msu.edu