



Family Engagement Guide

FOR CRAYOLA
CREATIVITY WEEK
AND BEYOND





TABLE OF CONTENTS

	PAGE
1. INVESTING IN CREATIVITY	1
2. CRAYOLA CREATIVITY WEEK	2
3. CREATIVE MOMENTS: WHY AND HOW	3
4. ENGAGING FAMILIES: WHY AND HOW	4
5. TELL, SHOW, AND LISTEN	5
6. ACTIVITIES FOR EVENT	6
7. SAMPLE COMMUNICATIONS & PLANNING CHECKLIST (Invitations, Emails, and Text Messages)	7-11
8. THINKING SHEETS & SATURDAY PLANNING GUIDE	12-20

Crayola's mission is to help parents and educators raise creatively alive children. We want to thank our friends at **MFS Investment Management** for investing in Crayola Creativity Week, and the **Council of Economic Education**, an association that shares a passion for raising creatively alive, financially literate, children who have a bright future with infinite possibilities. We also want to thank **Walmart** for their impact on schools during Crayola Creativity Week and beyond, and for encouraging schools to engage families. A special thanks to the educators and school district liaisons who share our collective passion for bringing families into their learning communities and partnering with parents as co-educators of children.

We are thrilled that the sponsors are providing exciting giveaways to engage educators and families.

Families and educators can visit Crayola.com/CreativeTeachersLounge to nominate their school to win one of the 24 school **Teachers' Lounge Makeovers** from Walmart and Crayola.



Families can visit Crayola.com/InvestinginCreativity to submit their entry to win the one \$5,000 529 education savings fund for their child(ren)'s education from MFS Investment Management.



1. INVESTING IN CREATIVITY



Creativity is an essential life skill that helps everyone reach their full potential. People who lead fulfilled lives are also savvy in problem solving and money matters. They learn from mistakes and keep an open mind to new ideas. They invest in themselves and their children to help them feel optimistic, secure, and valued.

There are many myths and misunderstandings about creativity and investing. Let's focus on the facts!

FACTS

CORRECTING MISUNDERSTANDINGS

<p>Creativity is an important skill that employers look for in every employee. Creativity is essential for problem-solving and innovation. Creativity is needed in every career. It is THE best way to help students become future ready.</p>	<p>Creativity is not just needed in arts-related jobs such as painting, music, fashion, and theatre. Creative thinking improves job performance, job satisfaction, and interpersonal relationships—regardless of occupation.</p>
<p>Everyone is creative—in their own way. Nurturing creativity empowers everyone to reach full potential.</p>	<p>Stop the myth that only a few lucky people are born creative—the “either you have it or you don’t” rumor. Everyone is creative and can boost their creative confidence. Creativity can be taught and nurtured, no matter your age or interests. Embrace your strengths!</p>
<p>Creative behaviors can be taught and nurtured every day during simple creative moments. Parents and teachers should encourage kids to do these five things to help them be successful:</p> <ol style="list-style-type: none"> 1. Come up with unique ideas. 2. Keep an open mind that puts your imagination into action. 3. Be curious and ask questions. 4. Consider many possibilities as you try new ways of doing things! 5. Invest in yourself, your family, and your community. 	<p>Don’t believe that creativity and money-smarts require special talents. Don’t fall for the myth that parents who aren’t confident in their own creativity or financial savvy can’t help kids build their confidence in these areas. Learn with your kids!</p>
<p>Everyone can learn to be financially savvy—regardless of how much money they have.</p>	<p>Financial literacy comes with experiences that start when children are young. Planning for the future, considering if a purchase is a want or need, and thinking of the community as a team are ways to grow financial literacy.</p>

2. CRAYOLA CREATIVITY WEEK

Families and educators use Crayola Creativity Week resources to celebrate creativity and inspire children to put their imaginations into action. This exciting week-long program demonstrates how creativity is an essential life skill that helps everyone reach their full potential.

Share the registration information with families so they can access the weekend activities at home. They can visit [Crayola.com/CreativityWeek](https://www.crayola.com/CreativityWeek) to find all the resources and be eligible to win prizes, including the special weekend giveaway that a family will win—a \$5,000 education savings fund to invest in their children’s future.

The free resources fit busy schedules. The daily videos can be viewed on any device including a smartphone. The hands-on activities are available in seven languages (English, Spanish, French, Italian, Korean, Chinese-Simplified, and Chinese-Traditional) and can be downloaded. Some schools print the weekend *Thinking Sheet* handouts to send home with students. Others remind students that they can use plain paper and any art supplies they have on hand. The activities take less than 30 minutes and weave creativity into other learning areas including literacy, social-emotional, science, math, and more.

Schools share the weekday content with families, too. Send home information about the daily themes. **Invite families** to the family event. Boost the excitement with school spirit fun—such as *Color Days* (*students wear certain colors each day*) or *Imagination in Action Days* (*students tell their families about the daily themes and featured stories*). Invite family members to learn about their creative styles by visiting [Crayola.com/CreativeStyles](https://www.crayola.com/CreativeStyles). Talk about how diverse approaches to creativity enrich a learning community. Post photos of students’ art on social media using [#CrayolaCreativityWeek](https://www.crayola.com/CreativityWeek) and urge families to see what was created.

Invite your **local community** to support the event. Ask grocery stores, restaurants, or food trucks to donate food. The community and school libraries could showcase the books featured during creativity week and suggest additional books that support creativity and financial literacy. Your school district’s arts supervisors and music, art, dance, drama, and economics teachers could help with this event. And be sure to tap into family members’ expertise and interests by having them lead some of the discussions or hands-on activities.



3. CREATIVE MOMENTS: WHY AND HOW

Albert Einstein said, “Imagination is more important than knowledge.” The vast majority of parents agree. In fact:

- 96% of parents say creativity is important for society as a whole and their family in particular.
- 92% of parents say creative experiences in childhood provide life-long benefits.
- But only 55% of parents feel they themselves are creative enough to support their children’s creativity.
This lack of confidence and lack of support for kids’ creativity needs to change!

Parents can support their children’s creativity by asking questions, honoring their original thought, and being curious—together!

Enjoy creative moments with children anywhere, anytime. It does not require special supplies or adding more to busy schedules. Instead weave creative moments into everyday routines. Ask “what if...?” questions while preparing dinner. Have kids draw a menu for the meal or sketch a recipe for food that is being cooked. Or ask them to arrange a colorful assortment of veggies or fruit to serve as an appetizer.

Remember how much fun it was to build a fort with blankets? Gather some pillows and sheets to drape over a table. Or decorate a big box and pretend it is a spaceship. Sketch nature’s outdoor marvels during a neighborhood walk.

Everyone can add more creative moments to the day. Whether it is making up new stories at bedtime or pretending that cups in the bathtub are submarines, just playfully use what you have on hand and **wonder**, **imagine**, and **create** together. Nurture children’s creativity anytime you are together—walking home, in a waiting room, riding the bus, or stuck in traffic. Listen to kids’ ideas. When they get stumped ask them how they would solve the problem. Be playful and imaginative yourself.

These simple fun creative moments could be enjoyed together:

- Invent new endings for favorite stories.
- Imagine a pretend meal that will thrill tastebuds or tickle your nose.
- Decorate a box as a car, train, or spaceship.
- Sing new lyrics to a song.
- Develop new dance steps.
- Engage in innovative thought—find a problem and come up with several ways to solve it.
- Build a bridge over a puddle.
- See how your kids want to use cardboard, sheets, and towels in interesting ways.

All these simple, fun creative moments boost children’s creative thinking and form lasting memories of special times families have spent together.

Visit Crayola.com/StayCreative for more ideas and resources and post your stories on social using **#StayCreative**.



4. ENGAGING FAMILIES: WHY AND HOW



Educators know that we can't accomplish our goals without the help of engaged families. Together, we are champions of creativity who co-educate the next generation. When schools welcome the entire learning community, they radiate an inclusive culture that celebrates diversity and collaboration. Family members who are respected act like partners. They feel comfortable in the school. The more conducive the environment and school culture are to family engagement and the stronger the school's commitment is to meaningful partnerships with families, the more students flourish.

A celebratory, welcoming culture is something intangible yet real. It can be felt and heard in the ways people speak with and listen to each other. Progress moves at the speed of trust. When families trust schools, they enjoy participating in events—even with busy schedules and the barriers that could get in the way. Schools that have active parent volunteers gain important insights that help event organizers plan programs, hear multiple perspectives, address potential barriers, and effectively communicate with families.

Successful family engagement events are collaborations between school administrators, teachers, and parent volunteers.

Six key tips for planning and implementing your school-family event include:

1. Organize a **planning team**. (*Lean into your PTA group or, if you don't have one, identify parents who can serve in leadership roles and work on invitations, logistics, activities, and other details.*)
2. Determine **what type of event** would fit your learning community's schedule (*an afterschool Snack & Learn, weekday potluck dinner, Saturday brunch, or whatever your school's team recommends.*)
3. Identify a **date, time, and place**—reserve the location and book the event on the school and district calendars. (*Customize the **sample invitations** and **communication emails** and **text messages** in this guide.*)
4. Plan the **event program, activities, and food**. Assign **leaders** and have them recruit **volunteer helpers**. (*Organize committees—each with a role. Preview the videos. Print downloadable handouts. Find community or school members who can help present information about financial literacy and creativity and invite them to present during the event. Plan food and supplies that will be purchased or donated. Use the **checklist** reminders to keep plans on track.*)
5. **Communicate** with the entire learning community while sharing a celebratory tone! (*Prepare and send **invitations**, identify and communicate messages to greeters, activity station leaders, food organizers, etc.*)
6. Meet the specific **needs of your community**. (*Consider if participants need help with transportation, toddler care, an American Sign Language interpreter, world language interpreters, art gallery guides, etc.*)



IF YOUR SCHOOL...

... HAS AN ESTABLISHED TRADITION of family engagement events, adding one called **Investing in Creativity** will be a great way to address financial literacy and creativity with fun, easy to implement experiences. Use the resources in this guide to help in planning and delivering the program.

... IS NEW TO HOSTING FAMILY ENGAGEMENT EVENTS, gather a small group of people who can contribute multiple perspectives, such as district family engagement specialists, your school's leaders, faculty, and parents. Leverage community members who are passionate about financial literacy and creativity. Your local PTA has great resources to help you form a parent leadership group where volunteers and staff contribute ideas and align on a plan.

5. TELL, SHOW, AND LISTEN

Tell families that they are welcome to come into school to see what their children have created, to celebrate creativity, and to enjoy fun activities that boost financial literacy and creative self-expression. Convey the importance of creativity. Showcase the Crayola Creativity Week projects, celebrity spokespersons, books that were read, and art that was created.

Show what will occur during the family event. Your plans may include an art gallery walk, hands-on activities, food, speaker presentations or videos, and more. Children need to be active and have hands-on experiences so they can express themselves during the event. Use the Crayola Creativity Week *Thinking Sheets* that were designed for this event that blend financial literacy with the creative process:

- **Creativity Matters**
- **Investing in Myself**
- **Caring Community**
- **Savvy Shoppers**

OR the Creativity Week Daily Feature **Thinking Sheets**

OR use any of the other *Thinking Sheets* from Creativity Week that will address needs and interests of your learning community.

Listen to family members. Ask them questions and demonstrate your eagerness to hear what they think. Ask them:

- *What do you want for your family?*
- *What would increase your confidence in addressing financial literacy and creativity with your children?*
- *What do you value and why?*

Participants need to talk, be heard, and do, not just sit. If you have speakers remember that short presentations that include hands-on activities and questions with time for participants to share their ideas will increase engagement and the success of the event. Nobody wants to hear long lectures—especially when there are young children at the event who need to have fun, move around, and create. Music and food tend to add a celebratory feel to an event—even if it is just a snack or light refreshments.



Remind families that Creativity Week runs for a full week and that there are special videos and handouts for them to use at home during the weekend. You could print and distribute the weekend handouts to make it easy for families to participate. Or remind them that they can use plain paper and any art supplies they have on hand. Have them register for Creativity Week ([Crayola.com/CreativityWeek](https://www.crayola.com/CreativityWeek)) or make sure they have links to the videos so they can watch them on any device, including a smartphone. There are fantastic daily prizes that anyone who registers for and participates in Crayola Creativity Week is eligible to win.

MFS Investment Management is donating funds and free financial consultation to help one winning family establish a tax-free 529 education savings fund to use for their child(ren)'s education. A \$5,000 prize goes a long way in helping your child(ren)'s future look bright!

6. ACTIVITIES FOR EVENT

Event Planning Materials

Thinking Sheets

• Creativity Matters

Creativity Matters
Investing in Creativity

What is a quality your class/grade/subject has?
What are the essential questions?
What are the essential skills?
What are the essential knowledge?

How can we use these skills to solve a problem?
How can we use these skills to create something new?
How can we use these skills to improve our lives?

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What are the essential skills?
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How can we use these skills to improve our lives?

CEC MFS Learning

• Caring Community

Caring Community
Investing in Creativity

What is a quality your class/grade/subject has?
What are the essential questions?
What are the essential skills?
What are the essential knowledge?

How can we use these skills to solve a problem?
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CEC MFS Learning

• Investing in Myself

Investing in Myself
Investing in Creativity

What is a quality your class/grade/subject has?
What are the essential questions?
What are the essential skills?
What are the essential knowledge?

How can we use these skills to solve a problem?
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How can we use these skills to improve our lives?

CEC MFS Learning

• Savvy Shoppers

Savvy Shoppers
Investing in Creativity

What is a quality your class/grade/subject has?
What are the essential questions?
What are the essential skills?
What are the essential knowledge?

How can we use these skills to solve a problem?
How can we use these skills to create something new?
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CEC MFS Learning

Sample Communications

(Invitations, Emails, and Text Messages)



e-Mail Three Rivers Middle School

Subject: Join our schoolwide celebration of creativity

Come tour the school's gallery of student art that was inspired by Crayola Creativity Week. Enjoy healthy snacks and a special program called Investing in Creativity.

Bring your family and your creative ideas.

We look forward to seeing you this coming Thursday afternoon, January 30 at 3 PM. If we have to postpone because of inclement weather you will receive a text with updated scheduling information.

Colorfully,
Three Rivers Middle School

Planning Checklist

Complete	Timing	What	Who
	Early Planning	Identify the purpose of the event and the target audience.	Faculty & Parent Leaders
		Secure a date and location for the event.	Event Committee
		Develop a budget and secure funding.	Event Committee
		Recruit volunteers and assign tasks.	Event Committee
	Several Weeks Before	Finalize the event details and create a timeline.	Event Committee
		Send out invitations and reminders.	Event Committee
	3-5 Days Before	Confirm the attendance and finalize the logistics.	Event Committee
		Prepare the event materials and supplies.	Event Committee
	1 Day Before	Conduct a final check of the event details.	Event Committee
	Day of Event	Execute the event plan and ensure a smooth flow.	Event Committee
		Monitor the event and address any issues.	Event Committee
	1 Week After	Evaluate the event and gather feedback.	Event Committee

Crayola Creativity Week Daily Feature Thinking Sheets:

Buzz-Inst Wisdom
SEE-LIVE IN YOUR FUTURE

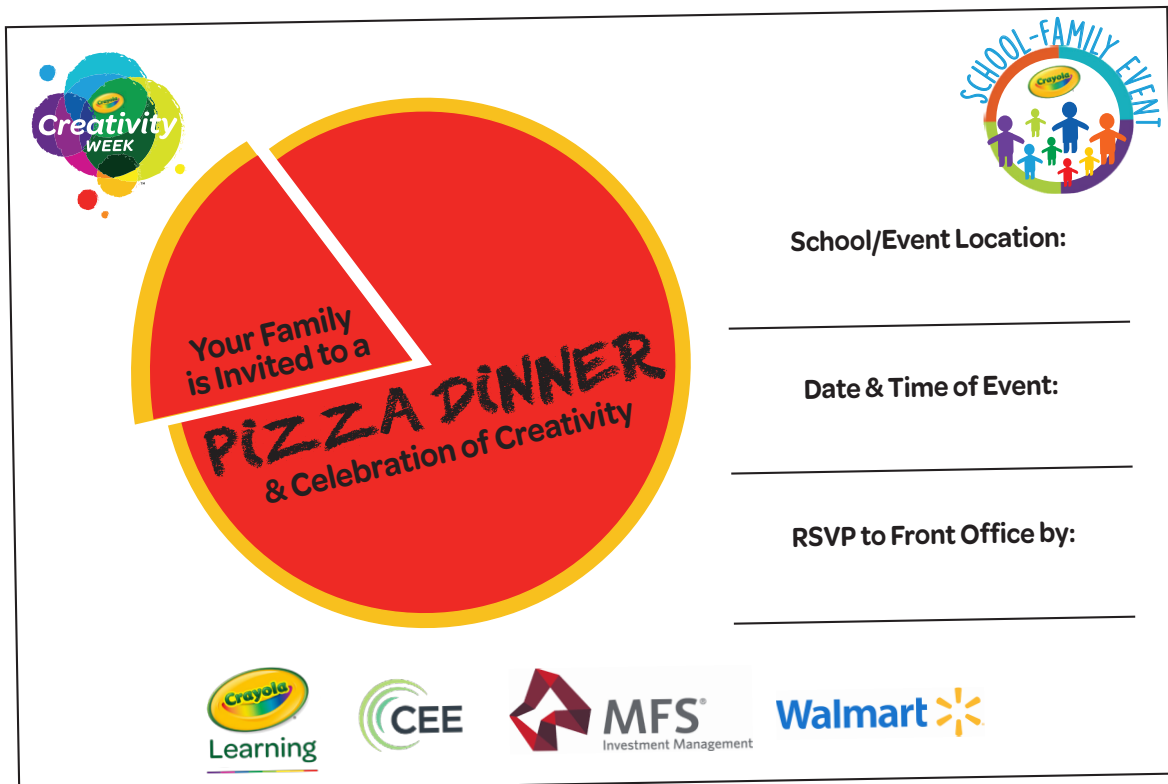
Business Communicates
SEE-LIVE IN YOUR FUTURE

See-believe in Your Future
IMAGINATION IN ACTION


7. SAMPLE COMMUNICATIONS & PLANNING CHECKLIST

Family Event Invitations


These sample invitations show the way some schools have announced their Family Engagement events. Be inspired by them but customize a sample or create your own entirely different invitation to fit your school's event plans.



Family Event Invitations








Elm Street Elementary Afterschool Snack & Learn about Creativity and Financial Literacy



DATE:
Tuesday, February 11, 2025

WHAT:
3:00 Art Gallery Walk
Visit classroom & hallway displays of students' art
inspired by Crayola Creativity Week

3:30 - 4:30 Cafeteria
Hands-on activities on Money Matters and Nurturing Creativity
Healthy snacks (donated by Walmart)





WELCOME to a Colorful, Fun Family Saturday Brunch



Nurture students' creativity and boost financial literacy during a fun-filled School-Family Event.

This special program is hosted by Washington Elementary and our PTA.

The activities are provided by Crayola and MFS Investment Management.

Thanks to the Sassy Egg Food Truck and our PTA for donating the brunch.

**Saturday February 1, 2025
10 AM to 11:30 AM**

RSVP to school office



e-Mail

Three Rivers Middle School

Subject: Join our schoolwide celebration of creativity

Come tour the school's gallery of student art that was inspired by **Crayola Creativity Week**. Enjoy healthy snacks and a special program called **Investing in Creativity**.

Bring your family and your creative ideas.

We look forward to seeing you this coming Thursday afternoon, January 30 at 3 PM. If we have to postpone because of inclement weather you will receive a text with updated scheduling information.

Colorfully,
Three Rivers Middle School

e-Mail

Eastmoor PTA

Subject: Let's Celebrate Student Creativity and Boost Financial Literacy

Join students and their families for a special **pizza and ice cream dinner on Wednesday, January 29 at 5 PM**. Our entire learning community will engage in fun, colorful activities that explore *Investing in Myself, Caring Community, Creativity Matters*, and *Savvy Shoppers*.

We will have door prizes to thank families for participating.

We appreciate Louie's Pizza for their generous dinner donation. Please RSVP to frontoffice@eastmoorelementary.com by Monday noon so we can tell this generous restaurant how many pizzas to bake.

If you'd like to help scoop ice cream or lead the hands-on art activities, please let the front office or a PTA leader know. We could use some extra help with this special, colorful event.

See you soon!
Eastmoor PTA

e-Mail

Forest Valley Elementary School

Subject: Sharing Ideas and Potluck Dinner

Please join our PTA Family Engagement Event, Investing in Creativity.

When: Friday, January 31, 2025 at 5:00 PM

Where: Forest Valley Elementary cafeteria

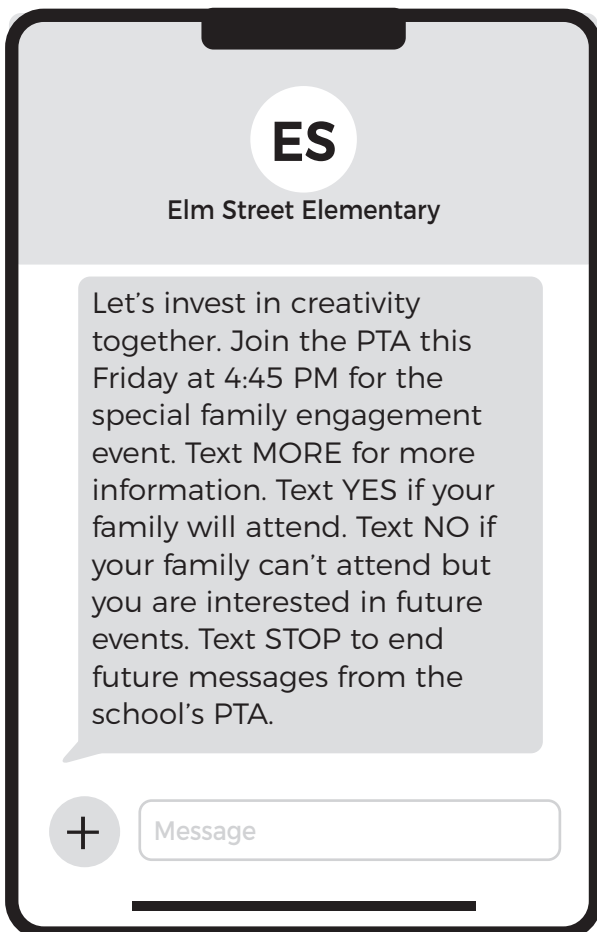
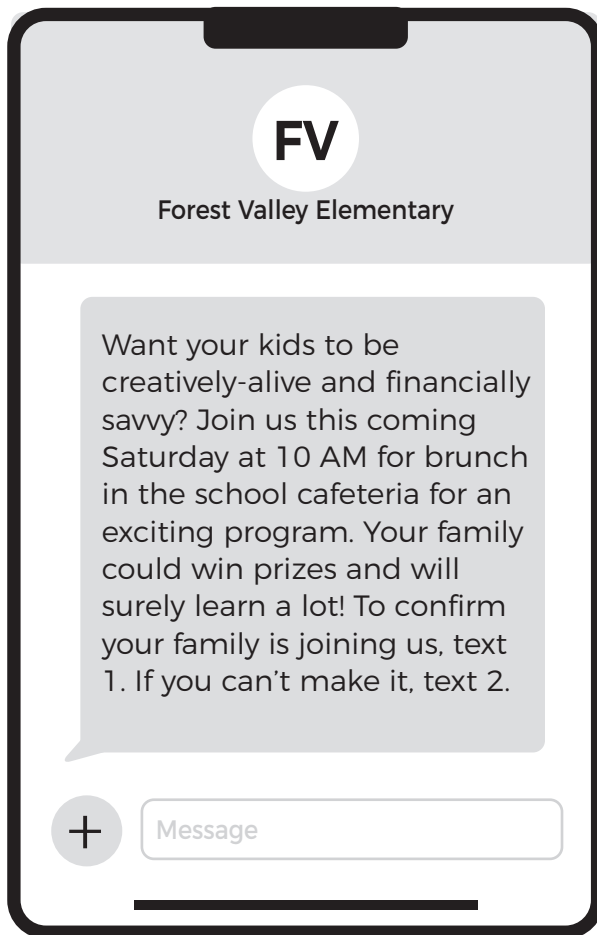
What: Potluck dinner and fun learning activities (art gallery walk, hands-on activities inspired by Crayola Creativity Week and MFS Investment Management)

Who: Your entire family can participate!

RSVP: Tell us how many adults and kids will join. **Email event@FVElemPTA.com by January 21**

Want to help? Contact the PTA or front office

Sample Text Messages



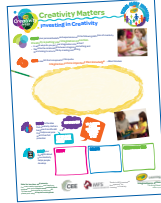
Planning Checklist

Complete	Timing	What	Who
	Early Planning	Determine Planning Committee leadership and volunteer roles. (<i>Recruit PTA, family engagement liaisons, parent volunteers, teachers, and school administrators who will help with planning, logistics, presentations, decorations, communications, etc.</i>).	Faculty & Parent Leaders
		Determine type of event (<i>potluck dinner, weekend brunch, afterschool snacks & learn with art gallery walk, etc.</i>). Identify date, time, place—reserve location (<i>determine who to invite & estimate # of participants</i>).	School Administrators & Planning Committee
		Develop communications plan . Engage community. Design and distribute invitations.	School Administrators & Planning Committee
	Several Weeks Before	Meet with event leaders and volunteers to review agenda and logistics. Clarify roles (<i>such as welcome greeters, activity leaders, presenters, food organizers, transportation liaisons, art gallery guides, cleanup crew, etc.</i>). Plan committee meetings as needed by tasks. Review plans with support staff (<i>custodians, kitchen crew, security team, etc.</i>).	School Administrators, School Staff, & Planning Committee
		Confirm any rentals and food delivery or pick up plans. Organize supplies and finalize activity plans.	Team Leaders and Volunteers
	3-5 Days Before	Reconnect with speakers and activity leaders to review plans, presentations, and agenda/timing.	Planning Committee
		If families were asked to RSVP, provide numbers to food prep and room set-up teams.	Planning Committee
		Print copies of handouts/activity sheets and organize any take-home items into bags for families to take home.	Planning Committee
		Send reminders to participants. Prepare directional signs for attendees to follow as they arrive.	Planning Committee
		What else? List steps that your leaders and volunteers mention as being needed.	Planning Committee
	1 Day Before	Distribute final reminder to participants. Assign greeter to welcome presenters, community guests, and families.	Planning Committee
		Receive/organize perishable foods including drinks, ice, etc. and last minute supplies. Arrange materials at activity stations. Confirm food serving plans.	Planning Committee and Volunteers
		Test all sound, video, and recording equipment. Ask everyone, "What else? What last minute items should be on our 'to do' list?"	School Staff & Planning Committee
	Day of Event	Arrive early to check event area, activity set-up, and food to ensure that everything is ready.	Planning Committee
		Post signs that direct participants to the meeting space.	Volunteers
		Greet food crew and activity leaders. Make sure their supplies are set up and they understand their roles. Assign volunteer to help with participant nametags.	Planning Committee
		At end of event, ensure that clean-up volunteers and staff have sufficient help to complete the plan by designated departure time.	Planning Committee & Custodial Staff
	1 Week After	Send thank you notes to volunteers and community members. Debrief with team to assess success and align on any recommendations/changes for next event. Plan the post-event communications that will be shared with families.	School Administrators & Planning Committee

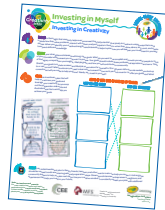
8. THINKING SHEETS

Event Thinking Sheets

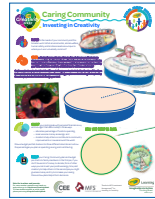
- **Creativity Matters**



- **Investing in Myself**



- **Caring Community**



- **Savvy Shoppers**



2025 Crayola Creativity Week Daily Feature Thinking Sheets

Bee-lieve in Your Future Thinking Sheets:

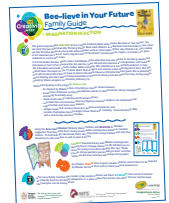
- **Buzz-iness Wisdom**



- **Business Communicates**



- **Saturday Family Guide**





Creativity Matters

Investing in Creativity



CONNECT your personal beliefs and experiences with the following definition of creativity.

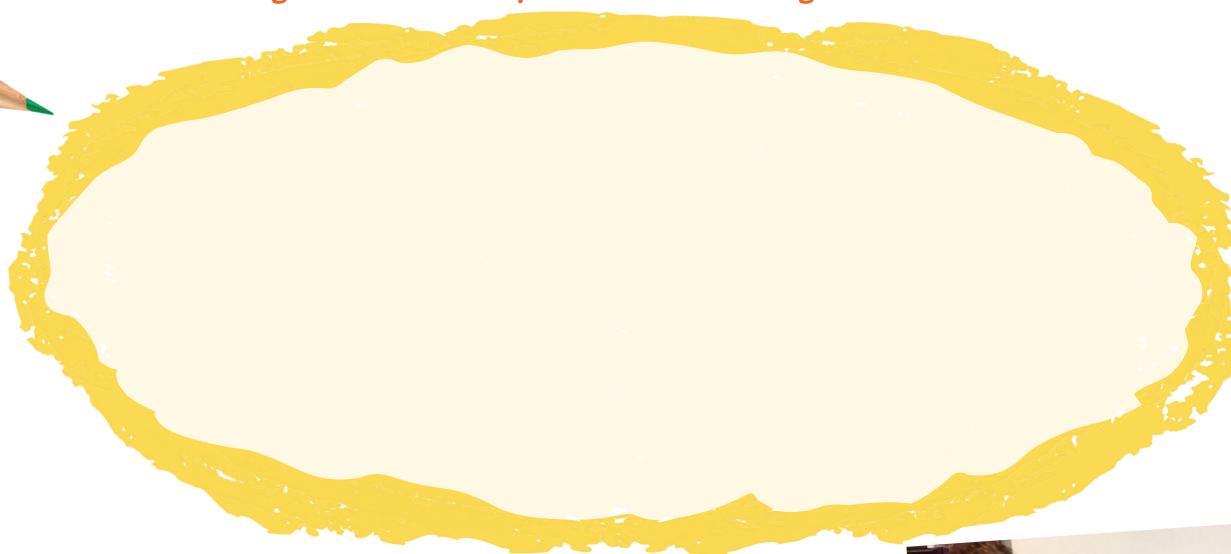
Creativity is putting your imagination into action.

- In what ways do you put your imagination into action?
- Describe the relationship between imagining something and then making it come to life by creating something.



CREATE a sketch that is inspired by this quote:

Imagination is more important than knowledge. –Albert Einstein



RESPOND to the idea that creativity matters because it is a life skill that helps everyone reach their full potential.

WHAT IS A LIFE SKILL?

WHAT DOES IT MEAN TO REACH YOUR FULL POTENTIAL?

WHY IS NURTURING A CREATIVE MINDSET IMPORTANT FOR EVERYONE, REGARDLESS OF AGE?



PRESENT your thoughts about how creativity helps people develop:

CURIOSITY

RESILIENCE

PROBLEM-SOLVING SKILLS

Note for teachers and parents:
For more creative inspiration and hands-on explorations go to [Crayola.com/CreativityWeek](https://www.crayola.com/CreativityWeek)
To share student artwork on social media please post using #CrayolaCreativityWeek



Thanks to MFS Investment Management® for Investing in Creativity.



Learning

Imagination in Action
Thinking Sheet

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Investing in Myself

Investing in Creativity



RESPOND to the insight that creativity helps everyone meet their full potential. Everybody is creative in unique ways that could include how they solve problems, interact with others, and participate in the arts—when they draw, dance, sing, cook, and create stories. When you identify your creative strengths and interests it helps to plan how you will deepen your investment in yourself to expand skills and knowledge.



CONNECT your strengths and interests with long-term goals. What do you want to accomplish and how do you want people to think of you? Consider what careers you may want to pursue. Your goals should include those professional aspirations and more. Think of the legacy or reputation you imagine, lifestyle goals, and how you will contribute to community.

Stretch your goals to include a career and lifestyle you envision for yourself in 10 or 20 years. Who are role models you look up to or can consult? What books can you read to learn about careers? How could you find a mentor to offer you guidance? What commitment will you make to help you grow? Ready, set, invest in yourself!

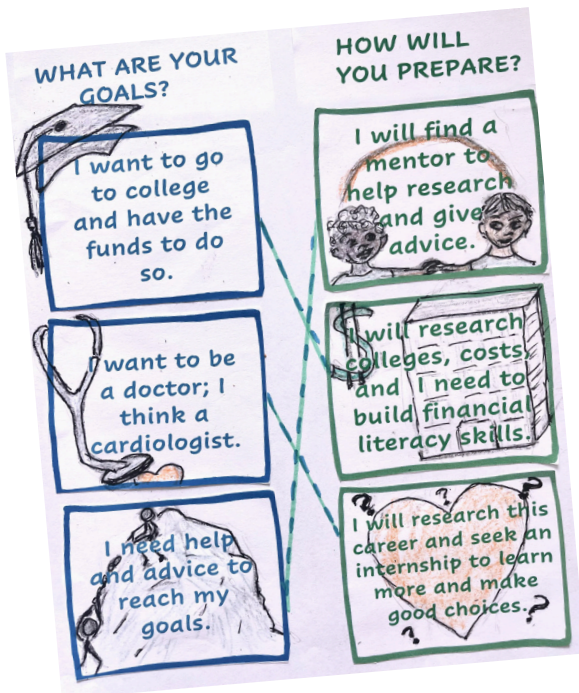


CREATE an investment plan that will help you achieve your goals and leverage your creativity. As you map out the preparation side write and illustrate ideas that could help you achieve your goals.

SKETCH OR WRITE IDEAS ON EACH SIDE OF THE PLAN.

WHAT ARE YOUR GOALS?

HOW WILL YOU PREPARE?



PRESENT your initial investment plan to family, friends, teachers, and other mentors who can help you revise it. A strong plan should be revised to add new interim goals and preparation steps. Observe and interview entrepreneurs, neighbors, and community leaders to help you plan next steps. Use your creative mindset to constantly refresh your plan with additional experiences that help you invest in your future.

Note for teachers and parents:
For more creative inspiration and hands-on explorations go to Crayola.com/CreativityWeek
To share student artwork on social media please post using #CrayolaCreativityWeek



MFS
Investment Management

Thanks to MFS Investment Management® for
Investing in Creativity.



Learning

Imagination in Action

Thinking Sheet

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Caring Community

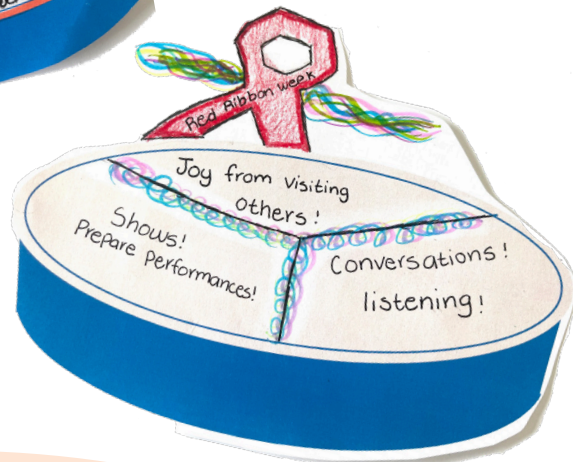
Investing in Creativity



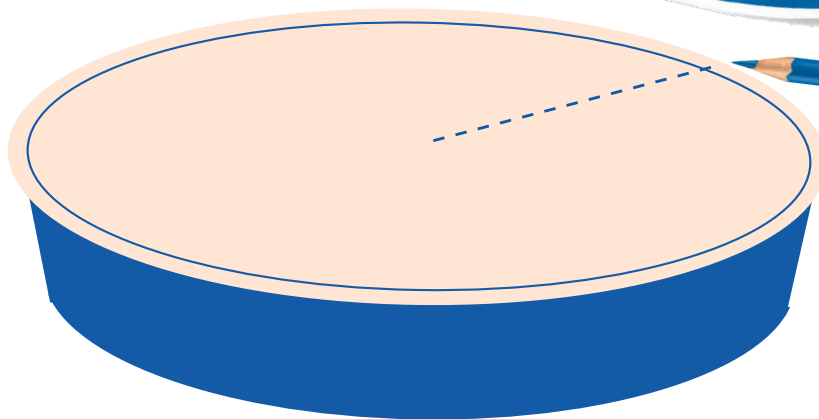
RESPOND to the needs of your community and the broader world. What environmental, animal welfare, human safety, and kindness needs are unique to where you live or universally common?



CREATE a *Caring Community* plan. Select a few challenges and brainstorm ways you can help. Tackling problems often takes money but many problems need additional resources. How can you contribute to a solution by investing your time, attention, creativity, and kindness to address a challenge?



Outline a plan in a pie chart that identifies a challenge you want to help. Use the size of the slices in the pie chart to indicate the proportion of everything you plan on contributing. Be inspired by the example, but don't imitate it. Design your own.



CONNECT your caring goals with personal financial savvy and a *budget* that uses money in three ways:

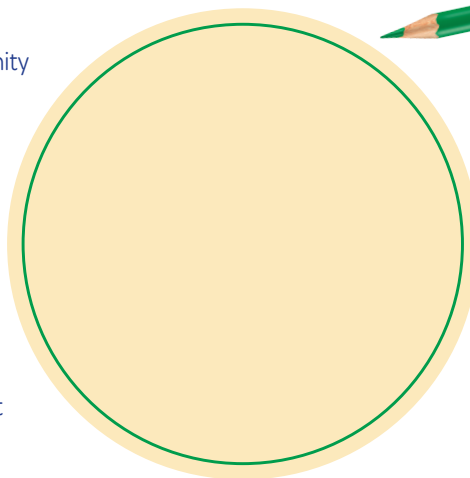
- allocate a percentage of funds to spending,
- reserve some money as savings, and
- donate to help others or contribute to community improvements or causes around the world.

Draw a budget pie that divides into three different sized slices to show the percentages you plan on spending, saving, and contributing.

DRAW YOUR BUDGET PIE SLICES.



PRESENT your *Caring Community* plan and budget pie charts to family members. In the first pie, if you don't have a lot of money to donate, think of other ways you can invest your positive energy, time, and creativity to help others. In the second pie you might give less money and try to increase your saving. Discuss how plans help inform decisions.



Note for teachers and parents:
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To share student artwork on social media please post using #CrayolaCreativityWeek



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Imagination in Action
Thinking Sheet



Savvy Shoppers

Investing in Creativity



RESPOND to the fact that people need things to survive and want things that make them happy.

Smart shoppers know the difference between needs and wants. What does it mean to be a savvy shopper? Think about how knowledgeable, practical, thoughtful, and wise you are when you make shopping decisions. What other words describe your shopping habits? Impulsive? Thrifty? Reflective? What else?



CREATE a shopping *needs* versus *wants* game. Start by writing a list of what you and your family need to thrive and survive.

Make another list of items you want but don't necessarily need. Then use index cards or sticky notes to create illustrated game cards, one card for each *need* or *want* item. Each player should create four cards.

As you create your list and cards, ask yourself:

- *Is it essential?*
- *Could it be considered wasteful?*
- *Is it purchased or is it free (for example: hugs, friendship, or fresh air, etc)?*
- *If a food, what is the nutritional value?*
- *What might be a substitute that is less expensive?*
- *Will owning this still make you feel happy next month or next year?*

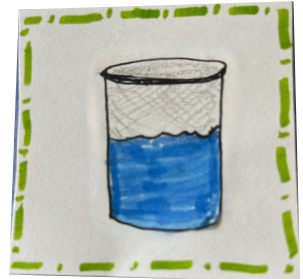
The first player to make four cards should design the *Savvy Shopper* award.

NEEDS

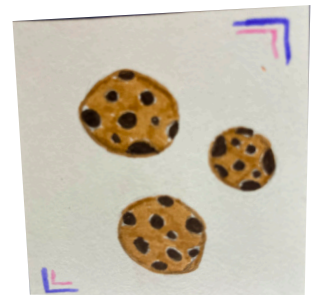
WANTS



A GOOD NIGHT'S SLEEP



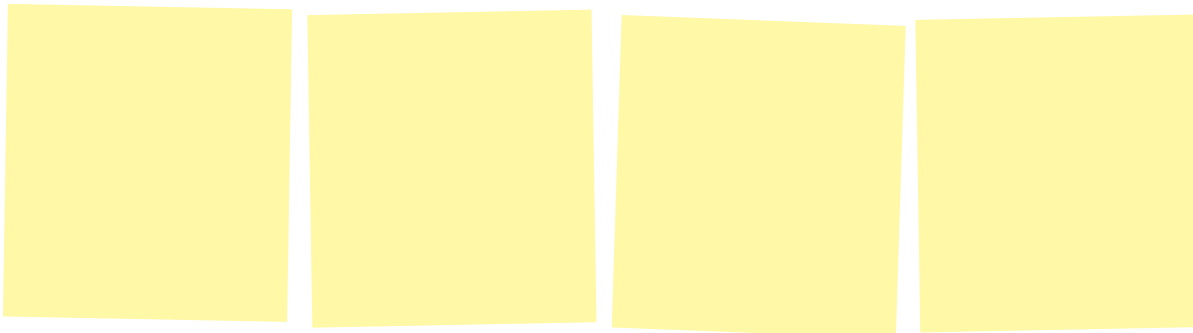
CLEAN WATER



CHOCOLATE CHIP COOKIES



NEW FANCY CLOTHES



PRESENT the game cards and establish rules with players. Turn the cards so the illustrated words are face down. Each player will pick two cards on each turn. They will explain if it is a want or need and why. If other players agree that player will keep both cards. If players disagree, both cards go back to the playing field, face down, for other players to select during their turn. The game ends when all the cards are "owned" by a player. The player with the most cards at the end will receive the *Savvy Shopper* award.



CONNECT the game to real life. What items do you want that aren't needed? How might peer pressure and advertising influence that? What tips can help everyone be a *Savvy Shopper*? How can waiting before purchasing a *want* help save money that could be spent on *needs*?

Note for teachers and parents:
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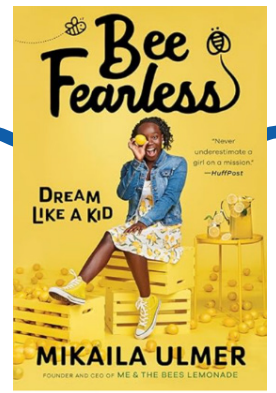


Learning
Imagination in Action
Thinking Sheet



Buzz-iness Wisdom

BEE-LIEVE IN YOUR FUTURE



RESPOND to Mikaila's story. She attended a Kidz Biz Fair at age 4 ½ and became an entrepreneur whose business donates to bee conservation. She started selling cups of honey-sweetened lemonade in front of her house and *Me & the Bees Lemonade* was born. She secured a deal on the television series *Shark Tank*. At age 11 she received an \$11 million contract from Whole Foods Market. Her product line is now carried in 1,500 stores. Her book, *Bee Fearless: Dream Like a Kid*, explains the business insights that guide her success.



CONNECT the mindsets and behaviors entrepreneurs embrace with your financial goals. How do attitudes about earning, spending, saving, and investing pertain to your everyday experiences in managing money? Consider some decisions you make about what to buy, how much to save, and making investments that have the potential to reap benefits later. How are those similar to or different from decisions that Mikaila Ulmer makes as an entrepreneur?



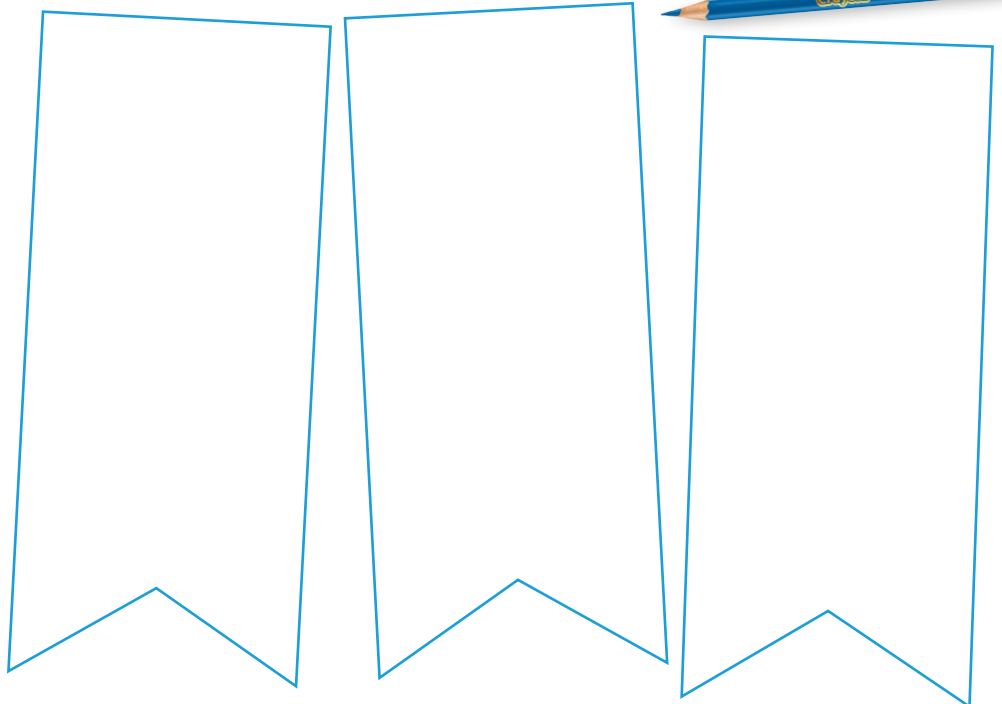
CREATE colorful buzz-iness ribbons that share your words of wisdom about money, financial planning, being a savvy consumer, or business leadership. What advice might create a buzz of excitement when you share with others?

Consider these statements as you write your own ideas:

- *Learning how to manage money is a life skill.*
- *When you ask money questions you're asking to learn.*
- *When you fail, learn what you did wrong and try again.*
- *Identify your strengths. Embrace what you are good at!*
- *Successful companies are run by people who love what they do.*



PRESENT your buzz-iness wisdom ribbons to family members and friends. Which statements inspire the most discussion and generate a buzz of excitement?



Buzziness IDEA

Consider three practices as you grow your business: GIVE, SAVE, SPEND, in that order.

Create a mindset around charity because it is much more rewarding to sell a product that has a mission.

Save because it's forward-thinking about your financial security.

Finally, spend because you should be able to enjoy your hard work.

Note for teachers and parents:
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Bee Fearless: Dream Like a Kid
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Imagination in Action
Thinking Sheet



Business Communicates

BEE-LIEVE IN YOUR FUTURE



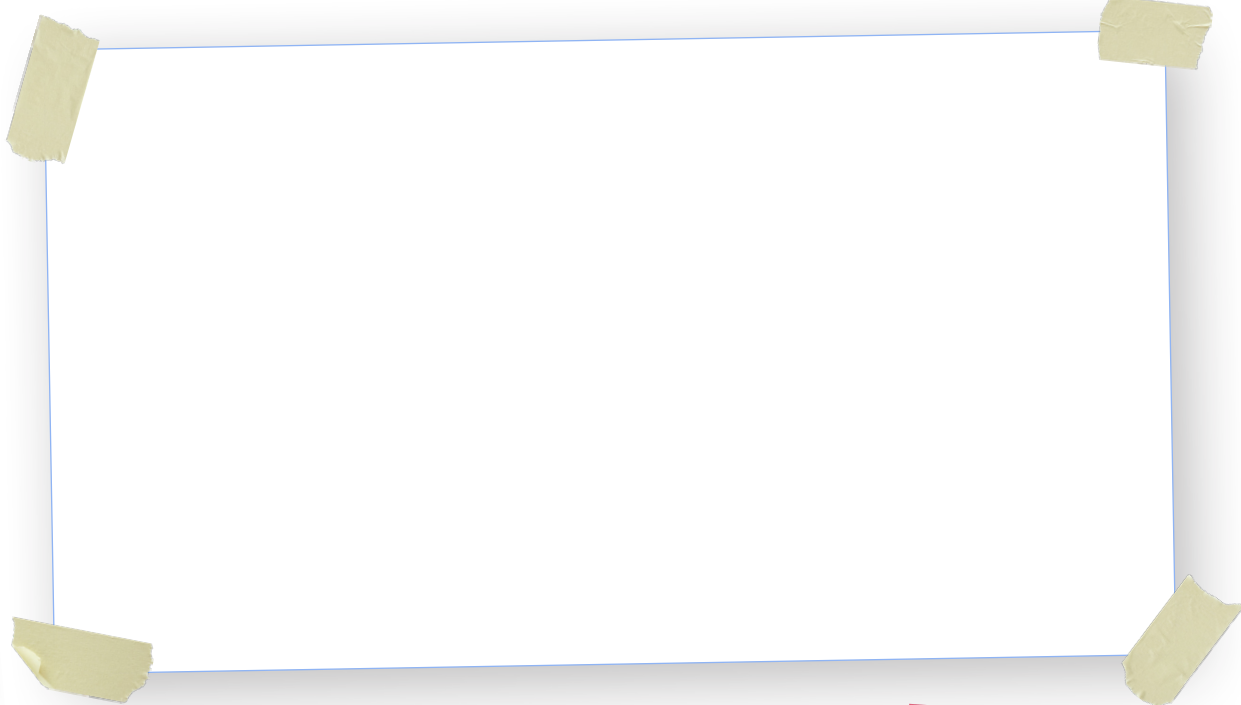
RESPOND to Mikaila Ulmer's guide to business success, *Bee Fearless: Dream Like a Kid*. Do you agree when she says that creativity drives every aspect of a successful business by guiding innovative products, learning from mistakes, and effectively communicating with consumers?



CONNECT Mikaila's messages that a successful business meets an unmet need, provides a solution to a problem, and has a purpose with a business you could create. If you became an entrepreneur, what products or services would your business sell? How would you communicate your offerings, benefits, and purpose to consumers?



CREATE a visual that communicates your business to consumers. Design a company logo or a label for a product or service you will provide. Or create stickers or a poster that build awareness of your new business.



PRESENT your ideas to family members and discuss which aspects of the design they think communicate effectively. Also ask them to recommend copy edits or design revisions.



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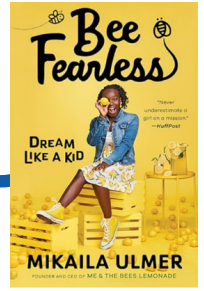


Imagination in Action
Thinking Sheet

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Bee-lieve in Your Future Family Guide



• IMAGINATION IN ACTION



This guide helps families **PREPARE** for the Crayola Creativity Week daily theme *Bee-lieve in Your Future*. You can print the two downloadable Thinking Sheets: *Buzz-iness Wisdom* and *Business Communicates* or you could use the Thinking Sheets as your guide while children work on plain paper. Either way children can use a variety of art materials you have on hand. Crayola Colors of the World® colored pencils, crayons, or markers are great materials to use for skin tones.

In her book *Bee Fearless: Dream Like a Kid*, Mikaila Ulmer describes how she started to sell honey-sweetened lemonade in front of her house when she was four years old and later became an entrepreneur and founded *Me & the Bees Lemonade*, a multi-million dollar company. She established a non-profit foundation to help protect bees. She went on the TV show *Shark Tank* at age 9 and secured a deal with Daymond John. She has met with Fortune 500 CEOs and was invited to the White House as Michelle Obama's guest. She is passionate about helping kids learn about entrepreneurship and financial literacy and will share her story during Crayola Creativity Week's program on Saturday, February 1st.

While participating in this program, **children will:**

- be inspired by Mikaila's story of building a mission-driven business,
- boost their confidence as they hear Mikaila's words of wisdom about money management and being financially savvy,
- dispel myths about creativity and financial literacy,
- articulate their own business vision by flipping consumer insights into entrepreneurial opportunities and buzz-iness wisdom,
- design visuals that convey a business's purpose and products, and
- envision themselves having a bright future filled with creativity, financial literacy skills, and a community-oriented mindset.



Using the *Buzz-iness Wisdom* Thinking Sheet, children will **RESPOND** to Mikaila's suggestion that they write their money smarts advice and business beliefs as "wisdom ribbons." To help kids get started ask them why they think money matters and why they should try to save and give, as well as spend money.



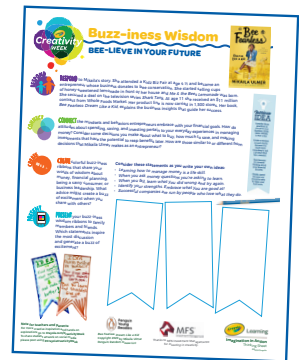
CONNECT financial literacy with Mikaila's message that learning how to manage money is a life skill that you are never too young or too old to develop. She says, "When you ask money questions you're asking to learn" and that "when you fail, learn what you did wrong and try again."



As children **CREATE** their original wisdom ribbons remind them to be inspired by Mikaila, but base their work on their personal experiences.



After every family member has created a few wisdom ribbons ask them to **PRESENT** their words of wisdom and display them on the family refrigerator or a place where they will be seen often. Discuss creative ways that everyone can be money smart.



Bee Fearless: Dream Like a Kid
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Imagination in Action
Family Guide

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Bee-lieve in Your Future Family Guide

IMAGINATION IN ACTION



Using the *Business Communicates* Thinking Sheet, ask family members to **RESPOND** to Mikaila's inspiring story by envisioning a business they could create.



CONNECT Mikaila's message about how successful businesses meet unmet needs, provide solutions to problems, and provide a purpose. Brainstorm ideas for types of businesses that you and your family members could create. **CONNECT** personal strengths and interests with business ideas.



Planning a business requires creativity and financial savvy. Before launching a new business, ask others for feedback. It helps to **CREATE** a visual so people understand the business idea. Family members could create logos, product sketches, or stickers that represent the products or services each entrepreneur imagines.



Everyone can gather feedback on their business idea when they **PRESENT** their *Business Communicates* visual and explain their idea. What type of investment would this business require and how would the revenue offset the expenses? What suggestions do family and friends offer to improve the ideas?



After children have completed the *Bee-lieve in Your Future* activities, discuss them and reflect on how creative skills and financial literacy are part of preparing for a bright future filled with opportunities. Not everyone will be an entrepreneur and run their own business as Mikaila does. But everyone should be a savvy shopper and invest in themselves (including investing in education, nutrition, health care, etc.) and invest in their community (helping others, caring for the environment, etc.).

Visit Crayola.com/CreativityWeek for more activities that address those topics.



Game Time Face-to-Face is a new business idea that kids in a Miami, Florida neighborhood thought would help boost creativity and financial literacy skills.

Note for teachers and parents:

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Imagination in Action
Family Guide

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