

MONEY HOUSE BOX

Campaign summary

National Student Money Week 2018

National Student Money Week is an annual campaign run and promoted by the National Association of Student Money Advisors (NASMA), whose members work within Universities and Colleges in student advice or support services.



The National Student Money Week exists to raise awareness around financial capability and empower students to take control of their financial futures.

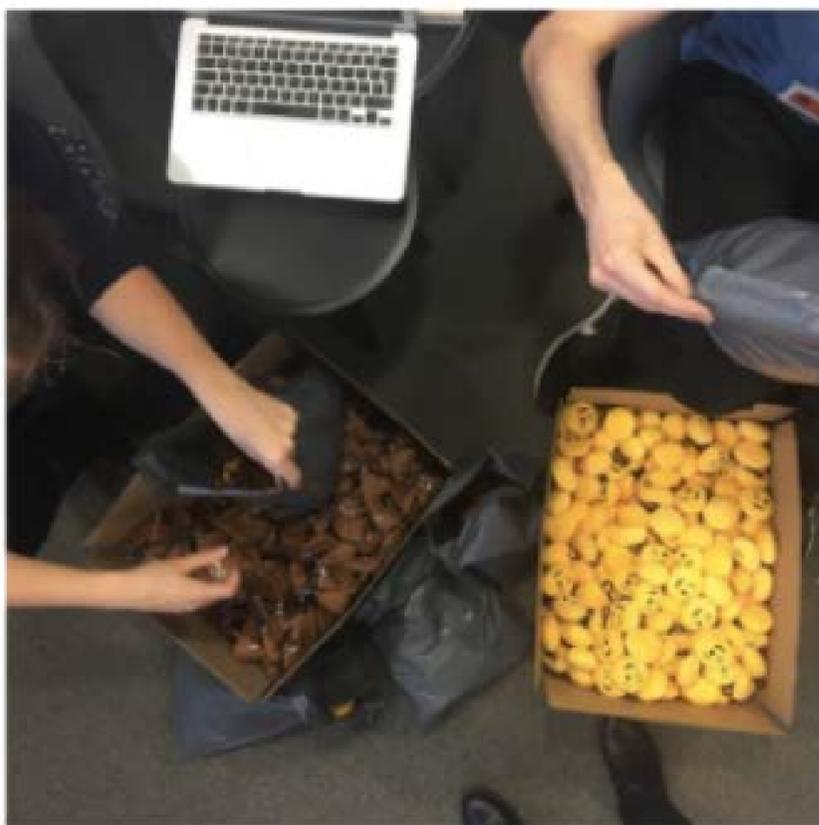


Blackbullion's mission is to make 1 million students money smart by 2020. As such, we developed a nation-wide campaign to work with universities to help deliver on that vision.

The theme of NSMW18 was 'WhereI Live', encouraging students to think about the cost of renting, tenancy rights, utility bills and generally all things financial in relation to private rented accommodation.



Resources created for the Money House Box focused on helping students prepare for rented accommodation.



Money House Box was a ready-to-execute, student engagement campaign containing both digital and physical resources.



It was available to all universities in the UK who were looking to engage students during the National Student Money Week 2018.



KeeleStudentServices @KeeleStudentSrv · 3h

It's the last day of #NSMW18 and our Ready-Steady-Rent roadshow (= freebies!) is finishing in Lindsay Cafe Bar 2-4pm today. It's also your last chance to win an Amazon Fire - sign up to the digital money house bootcamp with @Blackbullion!



1 2



Surrey Student @SurreyStudent · 5h

Last chance to sign up for our Blackbullion Housing Bootcamp and win an Amazon Fire Tablet. Sign up for free here blackbullion.com/bootcamp-b using your University email address. Learn about how to cut your housing costs and more #NSMW18 @blackbullion



1 1

Jock Wright Retweeted



Funding Advice @Funding_Marjon · 19m

It's National Student Money Week! Make sure you pop along to the NSMW stand in the student hub between 10-2 to get a emoji keyring 🥰🍌😁😎



3 retweets, 1 like

Students'UnionAdvice @UoNSU_Advice · 1h

We're giving away these stylish travel mugs for National Student Money Week at our stall in Portland today if you sign up for a @blackbullion account #NSMW18 #student #freebies #moneysaving #whereilive

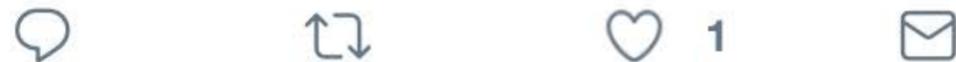


3 likes



UH Student Finance @UH_Funding · 11m

📷 Take a pic with our Photo Board with your best #WhereILive tip, tag us in it and you can WIN an Amazon Fire Tablet!! #NSMW18 #GoHerts 🦌 Get your thinking caps on! Here are a couple of snaps from our Pop-up Stall today to give you some ideas 💡



EHU Student Services @StudentsEHU · Feb 15

Come & see the Money Advice Team in the Hub until 1pm today & you could win an Amazon Fire tablet! We've also got free sweets and emoji keyrings plus loads of useful advice on renting. See bit.ly/moneyweek18 for more info 🍬



You



UoP Student Finance @UoP_Money · 11m

People keep asking us where they can get their hands on our famous piggy banks. Well now's your chance! Get over to Portland now (mind the traffic!) and get yours! #nsmw2018



24 UNIVERSITIES INVOLVED





**WHAT WAS
IN THE BOX?**

blackbullion*

Appcommocation

The best apps to save you money at home



APPCommodation Booklets:

56 pages filled with house sharing tips and the best apps available to help students save money in the home.

Produced independently, with some help from students.



“

Photo-board: An engaging way to catch the attention of your students and get them to take part in Money Week.



“

Freebies: Used to stimulate students' competitive spirits.

Each university was equipped with an Amazon tablet and emoji keychains to help with campaign engagement.

Celebrating National Student Money Week 2018

Free MONEY HOUSE Bootcamp

Register between **12-16 Feb**
for your chance to win
Amazon tablet!

www.blackbullion.com/homesweethome

- Rent
- Tenancy Rights
- Bills
- Contracts
- House sharing

Powered by Blackbullion



“

Promotional posters and flyers: Participating universities could promote the campaign by placing promotional materials around campus.

These attract students to check out the housing bootcamp online, or visit the student hub.



Daily, actionable tips, directly to your inbox.

- Renting 101
- Splitting bills
- Tenancy rights
- Contracts
- House sharing

This bootcamp is for you, if you are:



Planning to rent with friends



Moving out of university halls



Making sure your tenancy contract is appropriate



Confused about tenancy rights

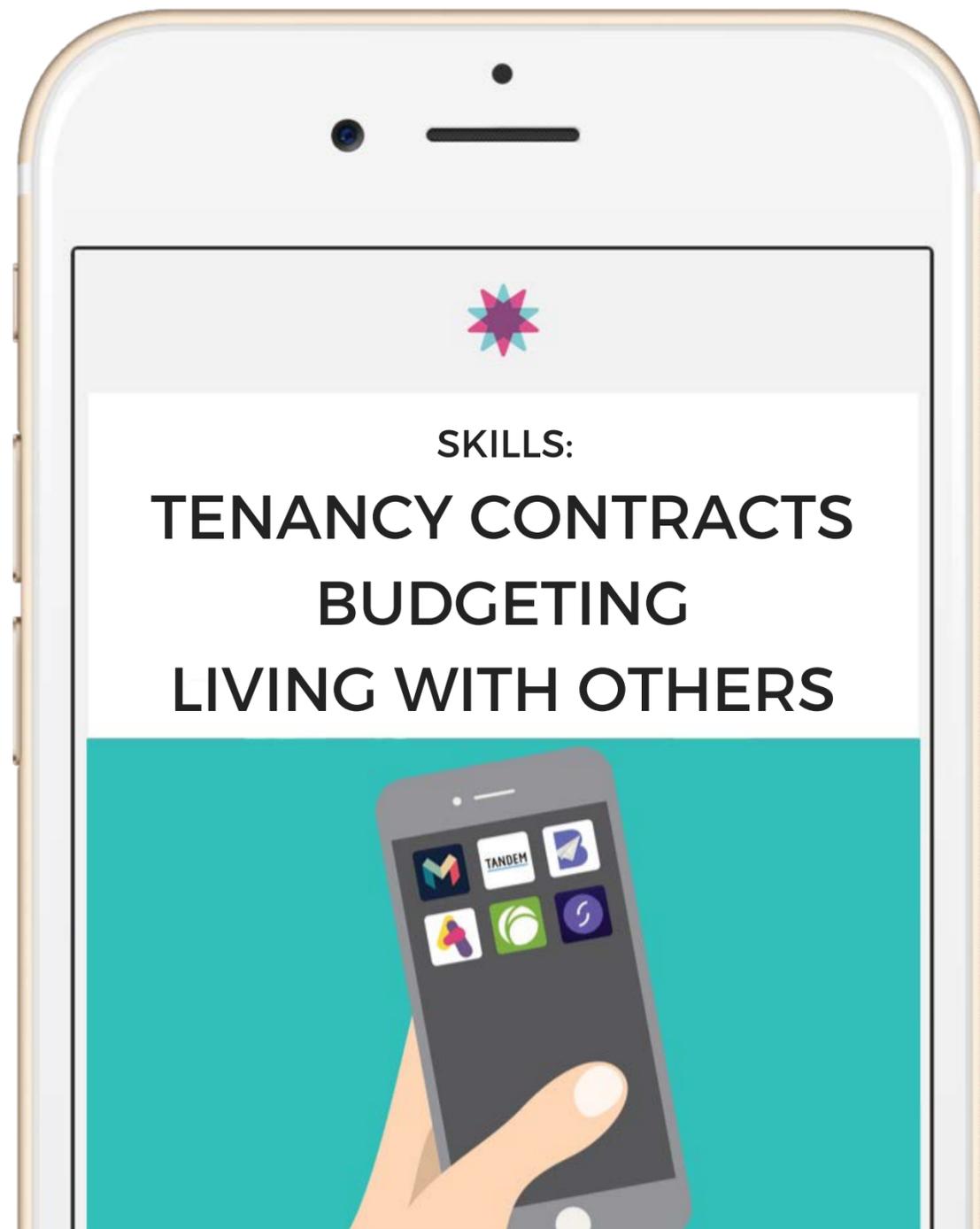


Dedicated website: Helping universities promote Money House Box, and the Housing Bootcamp, to their students.

www.blackbullion.com/homesweethome/

HOUSING BOOTCAMP

Getting students ready to rent with a 5-day bootcamp.



Digital learning

bootcamp: A 5-day email bootcamp available to students at all participating institutions.

Covering housing-related subjects from renting and tenancy rights to contracts and house sharing.

CAMPAIGN NUMBERS

5

DAYS

12-16 FEB'18

12.3K

STUDENT

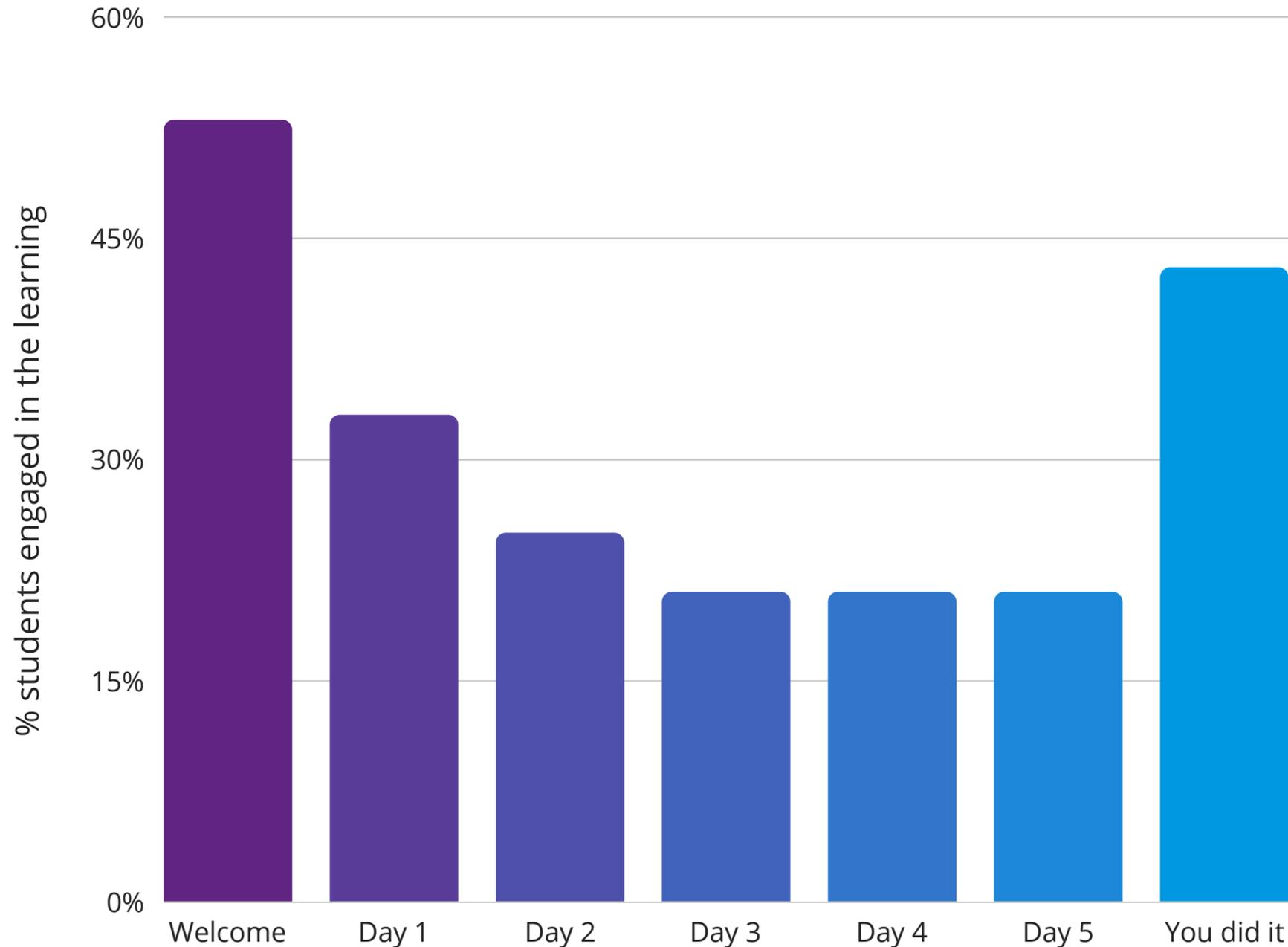
REACH

2.1K

BOOTCAMP

REGISTRATIONS

Housing bootcamp - learning engagement



Learning engagement

5-day bootcamp average: 31.8%

Industry average (education & training) 14.1%

Content breakdown

Welcome: What will you learn

Day 1: Becoming a private tenant

Day 2: Create a household budget

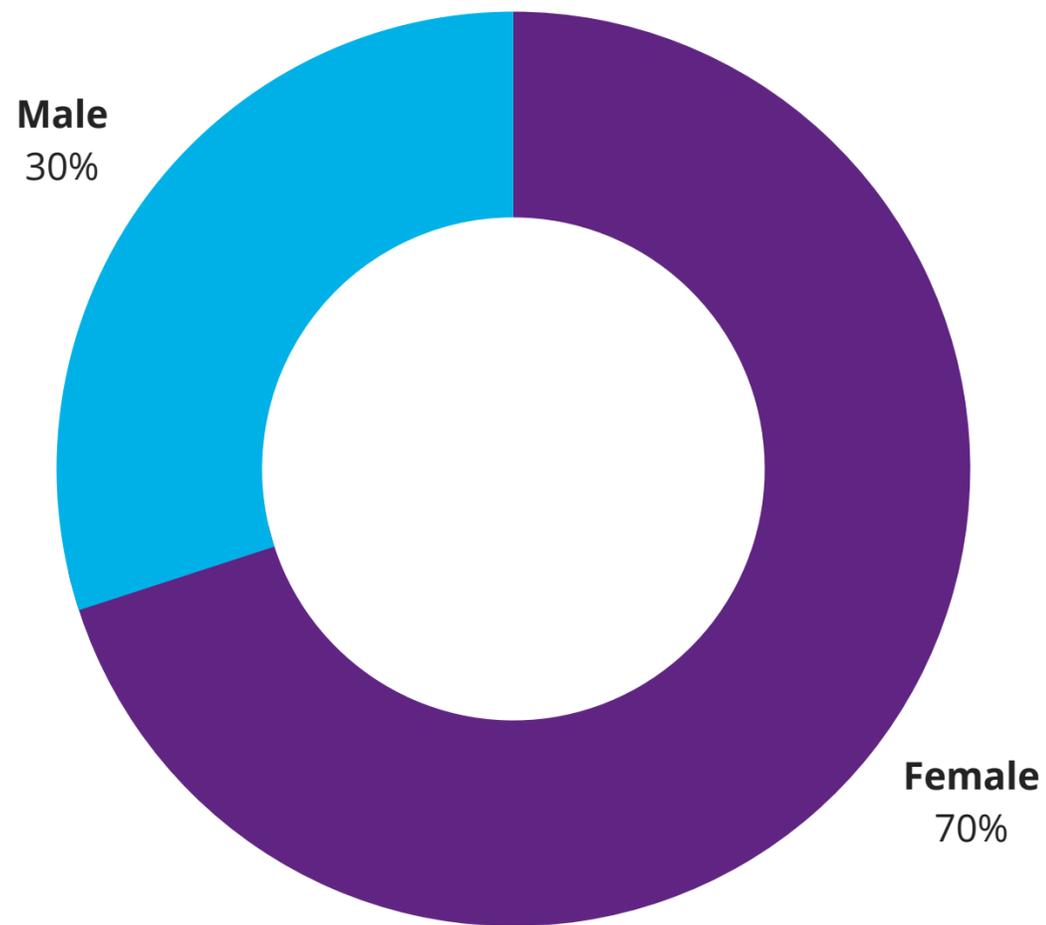
Day 3: Understand your property rights

Day 4: Understand tenancy agreement

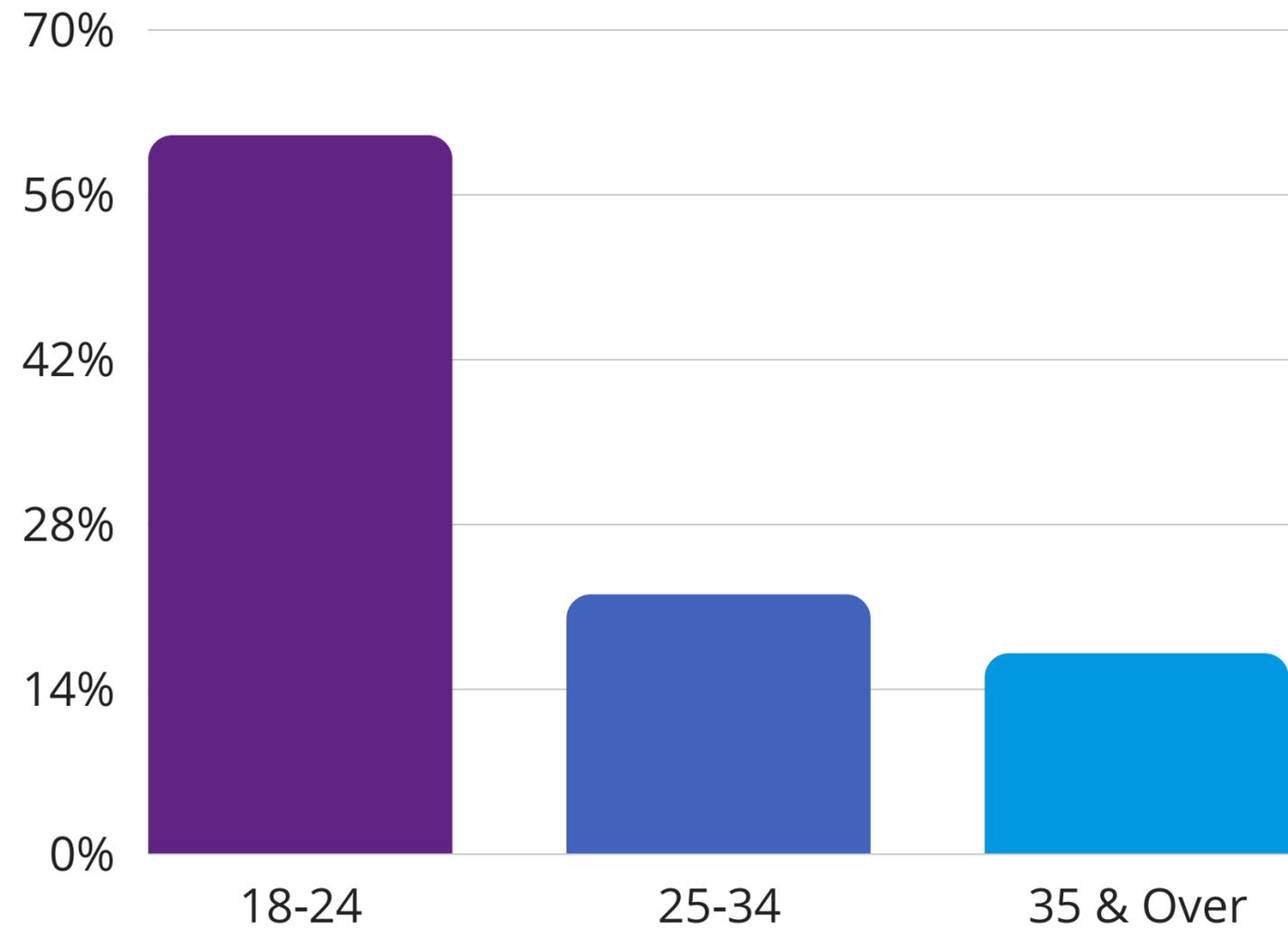
Day 5: Get ready for house-share

You did it!: Feedback survey

Housing bootcamp - learner statistics



Gender



Age

FEEDBACK

STUDENT FEEDBACK

69.6%

Found the bootcamp useful
or very useful

74%

Very or extremely likely to recommend
the bootcamp to a friend

What did students learn in the bootcamp?

61% Learned the basics regarding tenancy agreements

61% Now understand their rights as tenants

53% Gained actionable tips regarding house sharing

44% Learned new ways of splitting bills using tech

39% Learned how to reduce their rental costs

UNIVERSITY FEEDBACK

100%

said they would purchase
Money House Box again

82%

are very or extremely likely to
recommend it to colleagues

What did universities think about the bootcamp?

80% Rated the bootcamp as excellent

100% Rated APPaccommodation booklets as excellent

100% Rated free giveaways as excellent

80% Rated promotional materials as excellent

UNIVERSITY FEEDBACK

“ It was such a time saver for us. NSMW is such a big week for us and normally takes a lot of preparation.

“ The ease of having the content printed and ready to go saved staff time and resources on our end.

“ It was really useful to have the digital bootcamp to help us promote NSMW.

Interested in learning more?

blackbullion.com

Reach out to jock@blackbullion.com if you have any further questions

ABOUT BLACKBULLION

Blackbullion is an award-winning financial education company on a mission to help young people gain the financial skills they need to create the life they want.

Powered by a Software-as-a-Service (SaaS) subscription model, Blackbullion partners with higher education institutions to deliver engaging and effective personalised learning to encourage shifts in financial behaviour among students around the world.

Founded in 2014, Blackbullion currently supports university students in the UK and Australia, with over 500,000 having access to the learning platform.