

PIIKANI MONEY CAMPAIGN

Pre-Assessment Report

24 February 2017

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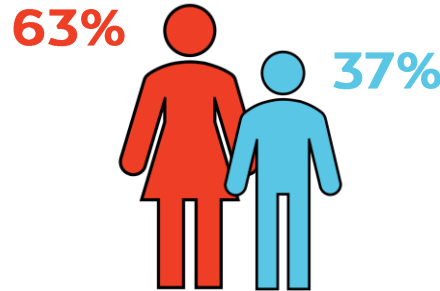
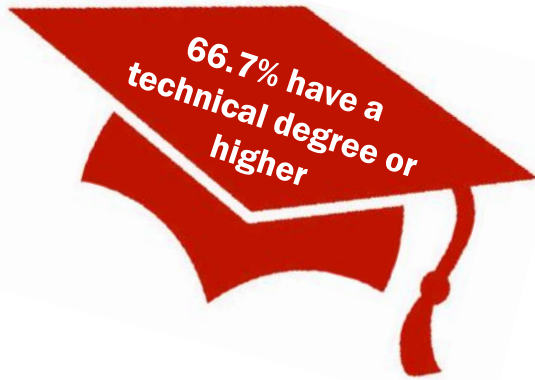
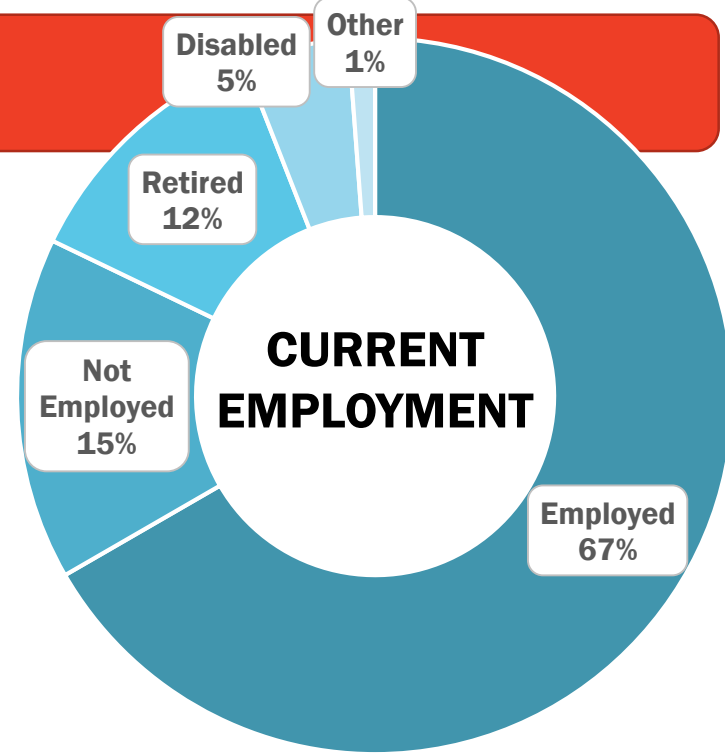


DEMOGRAPHICS



Median household income was \$36,000 per year

46% of households earn less than \$30,000 per year



88%
Do not use public assistance

AGE OF RESPONDENTS



Average Age 52

Have knowledge of financial elder abuse. 77%

19% Have been, or know of, a victim of elder financial abuse.

Know how to spot financial fraud. 74%

30% Have been a victim of financial fraud/scams.

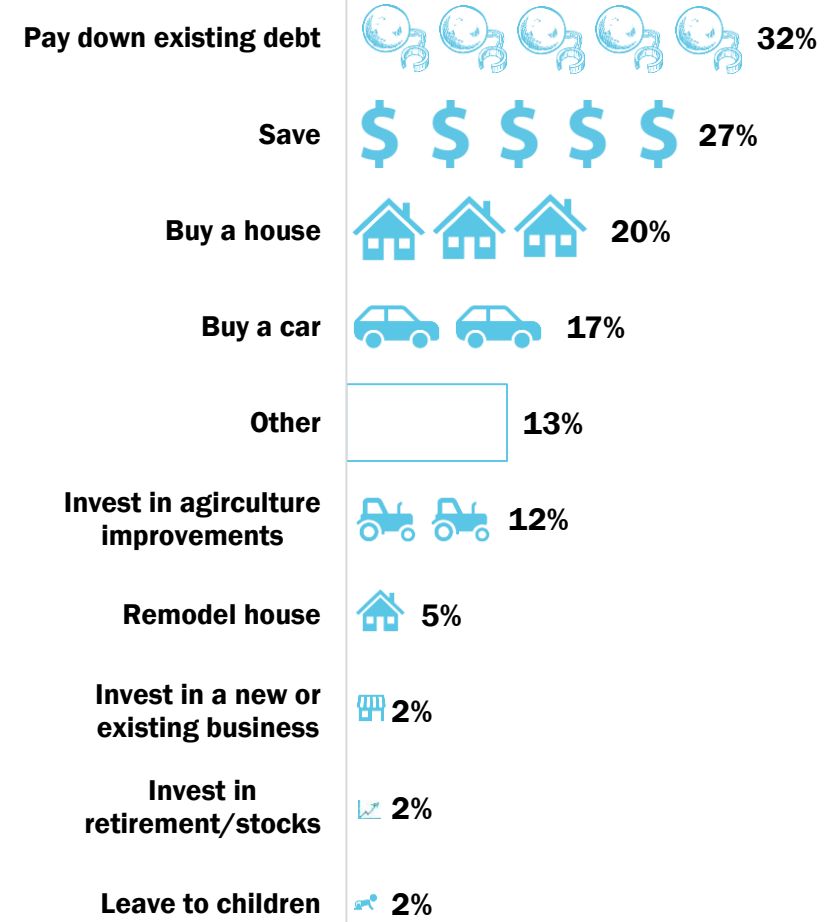
Children know the importance of responsible money management. 65%

Use a budget. 58%

If offered, will you accept the Land Buy Back one-time payment?

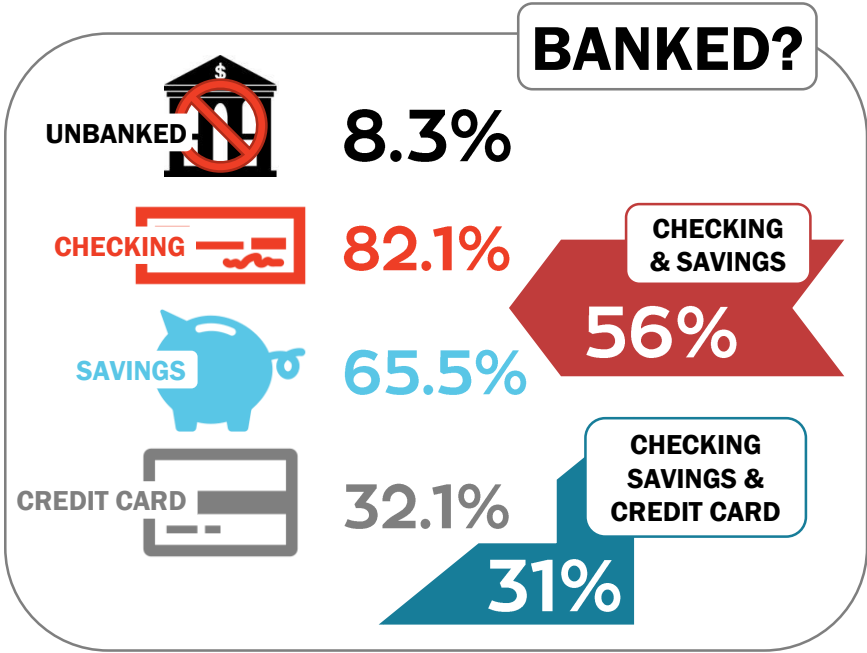
👍 38% ❓ 48% 👎 14%

If you accept the Land Buy Back one-time payment, what will you likely do with it?





65.5% know their credit score → Of those who know their credit score, they would rate it as:



16% Excellent (850-800) 😊

16% Very Good (799-750) 😊

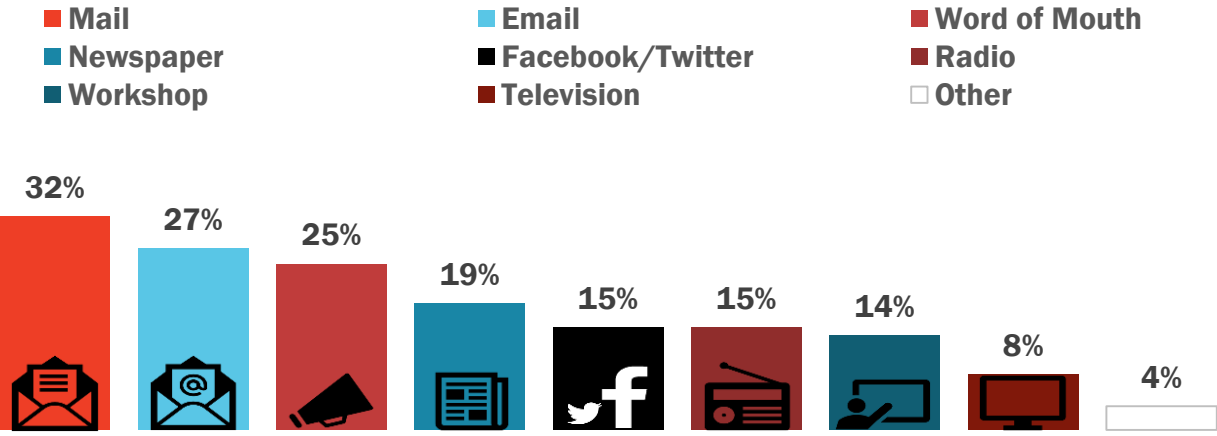
35% Good (749-700) 😊

16% Fair (699-650) 😞

13% Poor (649-600) 😞

4% Very Bad (599-300) 😞

How would you prefer to receive information?



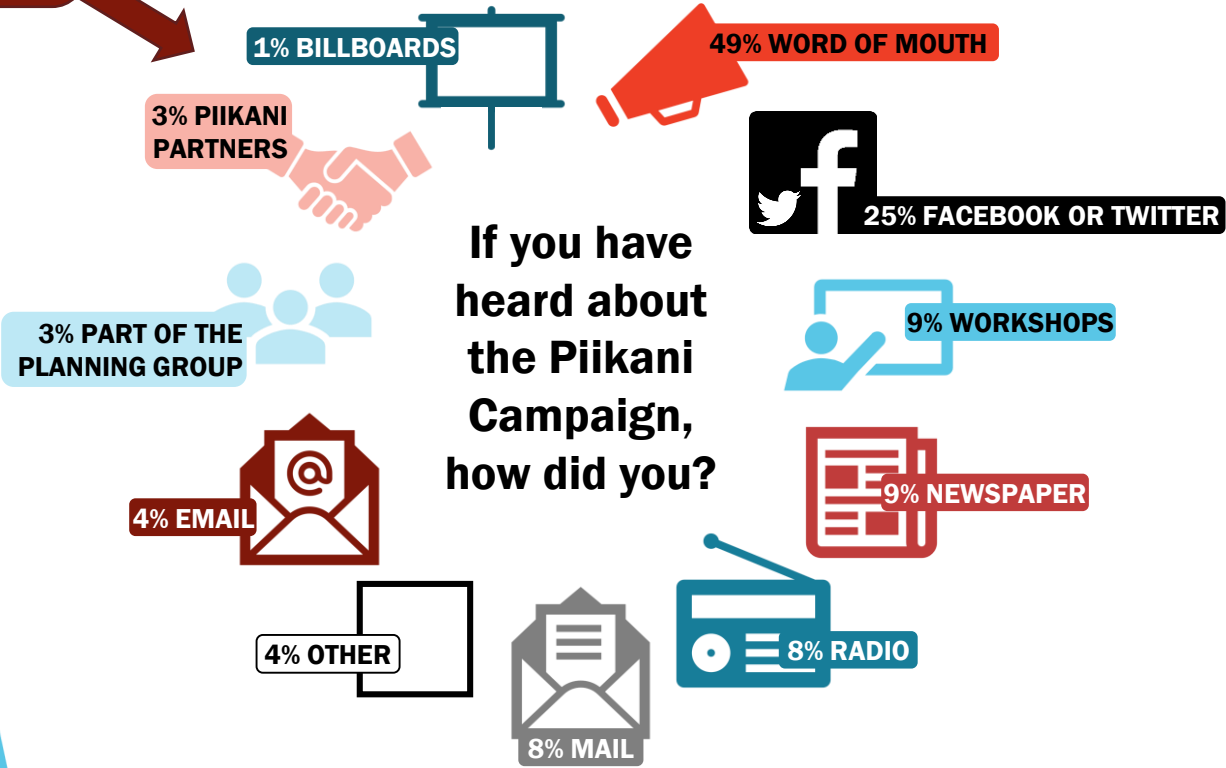
69% have received a **ONE-TIME PAYMENT**

26% have attended **A NACDC WORKSHOP**

WHAT IS LAND BUY BACK?
67% DO know & 27% are UNSURE

77% WOULD attend a **One-Time Payment WORKSHOP** provided by NACDC

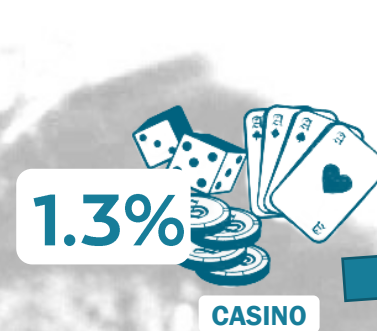
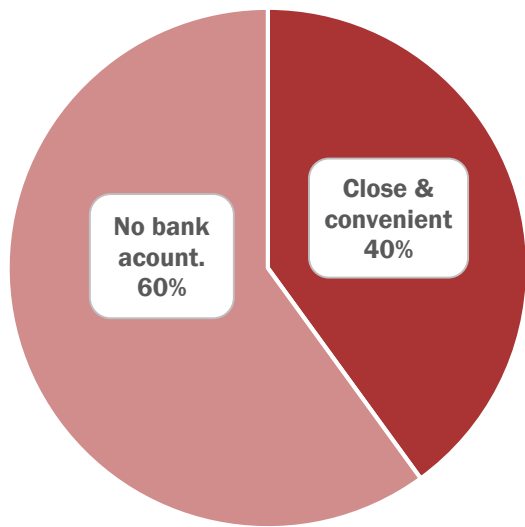
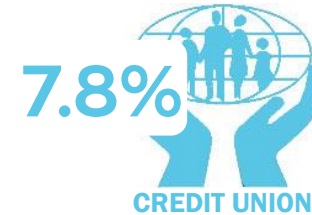
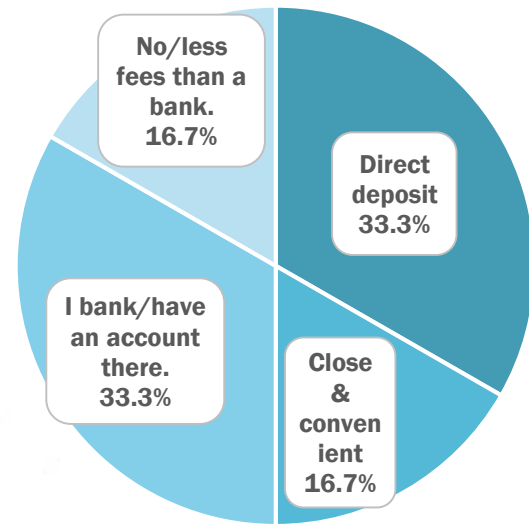
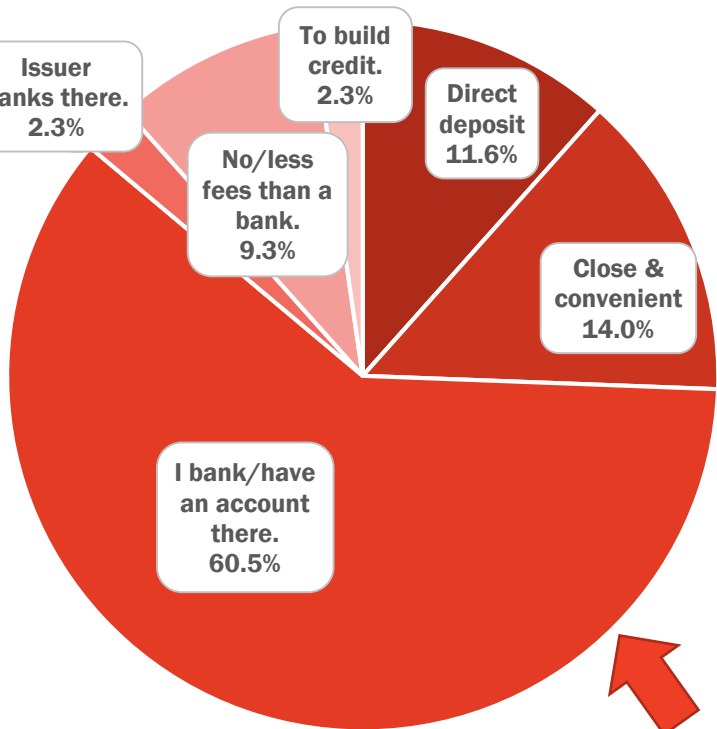
DO YOU KNOW ABOUT PIIKANI?
49% do NOT know about Piikani
8% have NOT heard of Piikani



2016 PIIKANI WORKSHOPS

142 total people
 20 people on average
 2 communities
 7 workshops

CHECK CASHING SERVICES USED



Recognize the Resource Intensity of the Project

Secure Funding, Money Management, Administration, Build Partnerships, Collaboration, Public Relations, Workshops, Evaluation, Reporting, Time, Money, Wisdom, Knowledge, Energy, Human Power, and Other Resources



Responses for the Pre-Assessment were lower than expected, due mainly to the amount of resources needed for other elements of the Campaign. As the public relations phase is ending, the next two surveys are expected to yield higher participation rates.

Plan for the Unexpected

Weather dampened the ability to have all billboards constructed within the planned time frame.



Follow Legal Intellectual Property Protocols

Make sure campaign materials are backed by photo releases and proper permissions. If not properly planned, this can set back the timeline.



Maximize Outreach Efforts

Take steps to reach out to all areas/districts/communities.

Thus far, the communities of Browning and Heart Butte have hosted workshops.



Piggyback on Existing Workshops/Events . . .

...that already promise good attendance. This will likely decrease event planning and other related expenses and increase participation. Likewise, doing so may attract participants who would find the information useful, yet would not have otherwise attended a workshop.



The Eagle Shield Center Elder's Lunch and Browning Middle School AVID class provided excellent piggyback opportunities.

Be Understanding and Flexible

When designing research and campaigns it is always important to consider the community. Piikani was considerate of the local economy, Blackfeet culture, and demographics when developing their campaign brand and core campaign messages.



The Campaign utilized information gained while providing services, feedback from community members, and Pre-Assessment data to make informed decisions and changes to the Campaign, while maintaining the integrity of the core campaign messages.

Partner Across Multiple Scales and Levels for Increased Expertise and Support

Federal, State, Local, and Tribal Governments; National, State, Local, Community, and Tribal Organizations
Community Development Corporations, Lending Institutions, Evaluators, Other Service Providing Non-profits and For-profits



National Congress of American Indians provided a webinar platform which enhanced national publicity and then assisted Piikani with creating a model; a model which can be used by any financial education campaign.



Prepared by Sweet Grass Consulting, LLC



Sponsored by

**Blackfeet Tribe
Northwest Area Foundation
Native CDFI Network
First Interstate BancSystem Foundation
Center for Indian Country Development/
Federal Reserve Bank of Minneapolis
Montana Financial Education Coalition**

Led by Native American Community Development Corporation



Partners include

**Blackfeet Housing Authority
Blackfeet Land-Buy Back Program
Blackfeet Law Enforcement
Blackfeet Elder Protection Team
Blackfeet ManPower
Blackfeet Office of Public Assistance
Blackfeet Land Department
Native American Development Corporation
First Interstate Bank**

**Native American Bank
Wells Fargo
Blackfeet Eagle Shields Senior Center
Blackfeet Tribal Credit
Everfi
MT Office of Public Instruction
MT Financial Education Coalition
Blackfeet Department of Commerce
Opportunity Link, Inc.**



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