Managing Someone Else's Money – video promotional toolkit

Instructions: *Below you'll find several pieces that you can insert into newsletters, email blasts, or social media to help get the word out about the Managing Someone Else's Money guides and a new video that explains and promotes the guides. If you use the content below, you must indicate that it originated with the Bureau of Consumer Financial Protection, as indicated in each piece.*

If you have any questions about how to use these materials, please contact Naomi Karp at naomi.karp@cfpb.gov and Erin Scheithe at erin.scheithe@cfpb.gov.

Newsletter copy – 220 words

Title: If you are managing the finances of a loved one, a new video highlights resources for you.

Millions of Americans are managing money or property for a family member or friend who is unable to make financial decisions or pay bills. If you're one of them, you know how tough it can be to serve as a financial caregiver.

The Bureau of Consumer Financial Protection (Bureau) recognized the need for easy-to-understand tools to help manage a loved one's money and created the *Managing Someone Else's Money* guides. More than 1.2 million copies of the guides have been distributed since their release in 2015. The guides are for agents under a power of attorney, court-appointed guardians of property, trustees, and government-benefit fiduciaries (Social Security representative payees and VA fiduciaries).

The guides help financial caregivers by walking them through their duties, providing tips on protecting their loved ones from financial exploitation and scams, and offering helpful resources.

The Bureau also launched a brief video featuring interviews with people who have used the *Managing Someone Else's Money* guides to help them navigate their role as a financial caregiver. The video explains who might benefit from the guides and how to order copies or download them. Visit consumerfinance.gov/msem to watch the video, download and order copies of the guides.

By Naomi Karp, Bureau of Consumer Financial Protection

This content was provided by the Bureau.

Guest Blog – 391 words

Title: If you are managing the finances of a loved one, new resources can help.

By Naomi Karp, Consumer Financial Protection Bureau

As many as 25 million Americans are managing money or property for a family member or friend who is unable to make financial decisions and pay bills.

In Florida, Hector stepped in to help his elderly mother after a niece stole nearly $100,000 from her. Despite his own severe disability, he has worked every day to make sure her nursing home bills are paid and her accounts are in order. "When you have to take care of someone else's finances, you feel more responsible for their affairs than you do for your own. It's overwhelming."

Kristin in Virginia had to take over financial management for her 35-year-old brother when he suffered a traumatic brain injury in a devastating car wreck. "Taking over financial caregiving for my brother was especially challenging when coupled with the physical and emotional trauma of his accident. Even though I'm a financially savvy individual, I had no idea where to get help…. Unfortunately, there was no guide, no checklist, or a book of best practices to refer to."

The Bureau of Consumer Financial Protection (Bureau) recognized the need for easy-to-understand tools to help caregivers manage a loved one's money and created the Managing Someone Else's Money guides. The Bureau designed the guides to help family members and friends who are serving in four different fiduciary roles:

- Agents under a power of attorney
- Court-appointed guardians of property
- Trustees
- Government-benefit fiduciaries (Social Security representative payees and VA fiduciaries).

The guides walk people through their new duties, tell them about protecting their loved ones from financial exploitation and scams, and list places where they can go for help.

The Bureau also launched a brief video featuring interviews with people who have used the Managing Someone Else's Money guides to help them navigate their role as a financial caregiver. The video explains who might benefit from the guides and how to order copies or download them. Watch the video at consumerfinance.gov/msem

Together with state and local organizations across the country, the Bureau is empowering older Americans to have a more secure financial future. Sometimes family members, caregivers, and others in the community must pitch in. The Managing Someone Else's Money guides will help anyone tackle the role of financial caregiver.

This content was provided by the Bureau.

Social posts

Facebook:

Millions of Americans manage money or property for a loved one who's unable to make financial decisions or pay bills. Check out the Managing Someone Else's Money video at consumerfinance.gov/msem to learn more. Post by the Bureau of Consumer Financial Protection

Have you been named agent under power of attorney, rep payee, or guardian for a loved one who's unable to manage their own money? The Bureau of Consumer Financial Protection has a new video

featuring caregivers and helpful guides. Watch the video at consumerfinance.gov/msem. Post by the Bureau

Twitter:

Have you been named someone's agent under a power of attorney? Watch this video [link to consumerfinance.gov/msem] #caregiving
Tweet by @cfpb

Are you managing money for someone who can no longer make $ decisions or pay bills? Watch this video [link to consumerfinance.gov/msem]
Tweet by @cfpb