



Money Smarts



A 6-day money adventure for girls ages 11–14 — learn to earn it, save it, grow it, and never get tricked out of it. Here's a peek at one of our favorite Day 1 games...



GAME · DAY 1

The Tempting Shop

We build a mini-store stuffed with flashy ads, "SALE!" signs and limited-time deals... then turn you loose to shop. The twist? Afterward, we find out what the **marketing** made you buy. ✨

1

Go shopping!

You get a budget and a store full of cool stuff. Grab whatever catches your eye — no rules!

2

Check your cart

Lay out everything you bought and add it up. Be honest — there's zero judgment here.

3

Needs vs. Wants

Sort each item: did you truly *need* it... or did the store talk you into *wanting* it?



The big reveal

Stores are **designed** to make you spend — bright colors, "only 2 left!", candy right at the checkout. Once you can spot the tricks, **you're** the one in charge of your money — not the ads.



Can you spot the trick?



"50% OFF!"

...but was it ever really full price?



"Only 2 left!"

Panic makes us buy fast and skip thinking.



Candy at checkout

The classic impulse-buy trap.

Every one of these is a real trick stores actually use. Spot them, and you win. 🎉

This is just one of the fun things we do 

Ready to outsmart your money? Come crush **Finance 101** with leadHER!

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