WHAT IS THIS STUDY ABOUT?

• Increasing engagement & retention
• Testing involving the use of photographs
• Postcard to future-self
PHOTOGRAPHS? POSTCARDS?

Short-term thinking to BIG PICTURE.....

Example of Post card text:

Hi __________________________,

This photograph represents my vision of financial wellbeing because:

__________________________________________________________

__________________________________________________________

Remember why I thought this was important. Just think about the goals I have and the progress I can make in another session.

Just get in touch with __________________________ to schedule another session.

I can call at __________________________ or email at __________________________

Myself in the past, __________________________
Take the first envelope of pictures from the stack

“As the last thing we do today, I’d like to take a step back and think about your financial future. I have an exercise that I’d like us to do.”

Remove the pictures and spread them out on the table for the participant to see

Ask the participant to choose the picture that represents their financial well-being

“Take a look through these photos. As you look, I want you to think about which of them represents what financial well-being means for you in the future.”

Card: If the picture opens up into a postcard, have the participant fill it out and write their address

“Imagine you are writing a postcard to yourself in the future. What would you want to write to remind yourself of what we are working towards?

Keep the card in their file and mail it if they miss a meeting.

Enter the information into the system, including if they had the photographs or the postcard and if you scheduled a follow-up meeting.

Replace the unselected photographs or postcards back into the envelope and fill out the envelope’s label.

Scan their response or snap a picture of their card if they had the postcard condition. Email that to use at emory@commoncentslab.org
Hi SANDRA,

This photograph represents my vision of financial wellbeing because:

With the other cards, the keep on this card will allow me to have access and opportunity gain access to the other cards.

Remember why I thought this was important. Just think about the goals I have and the progress I can make in another session.

Just get in touch with Lucrha Jeels to schedule another session.

I can call at (713) 821-8916 or email at jelks@cedarwood.com.

Myself in the past, SANDRA
QUESTIONS??????????

LUCRETIA JELKS
FINANCIAL OPPORTUNITY CENTER DIRECTOR

WESLEY COMMUNITY CENTER
1410 LEE STREET
HOUSTON, TEXAS 77009
LJELKS@WESLEYHOUSEHOUSTON.ORG
713-821-8916