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Advancing Financial Inclusion of Youth

Integrating financial services and financial education for youth



Benefits of offering integrated services to young people

Identify the advantages of youth services for young people and your organization

With personalized guidance based on your organization's priorities, this interactive module brings together resources in the fields of youth financial services and financial education to help your organization strengthen the financial capabilities of young people while building a strong future client base.

REGISTER TO:

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Freedom from Hunger

Freedom from Hunger brings innovative and sustainable self-help solutions to the fight against chronic hunger and poverty. Together with local partners, we equip families with resources they need to build futures of health, hope and dignity.

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AIM Youth

The Advancing Integrated Microfinance for Youth – AIM Youth – program designed, tested and documented youth-focused microfinance and financial education services for 37,000 youth in Ecuador and Mali.

[Visit AIM Youth](#)



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Benefits of offering integrated services to young people



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Costs and revenues of youth services



Getting to know the youth market

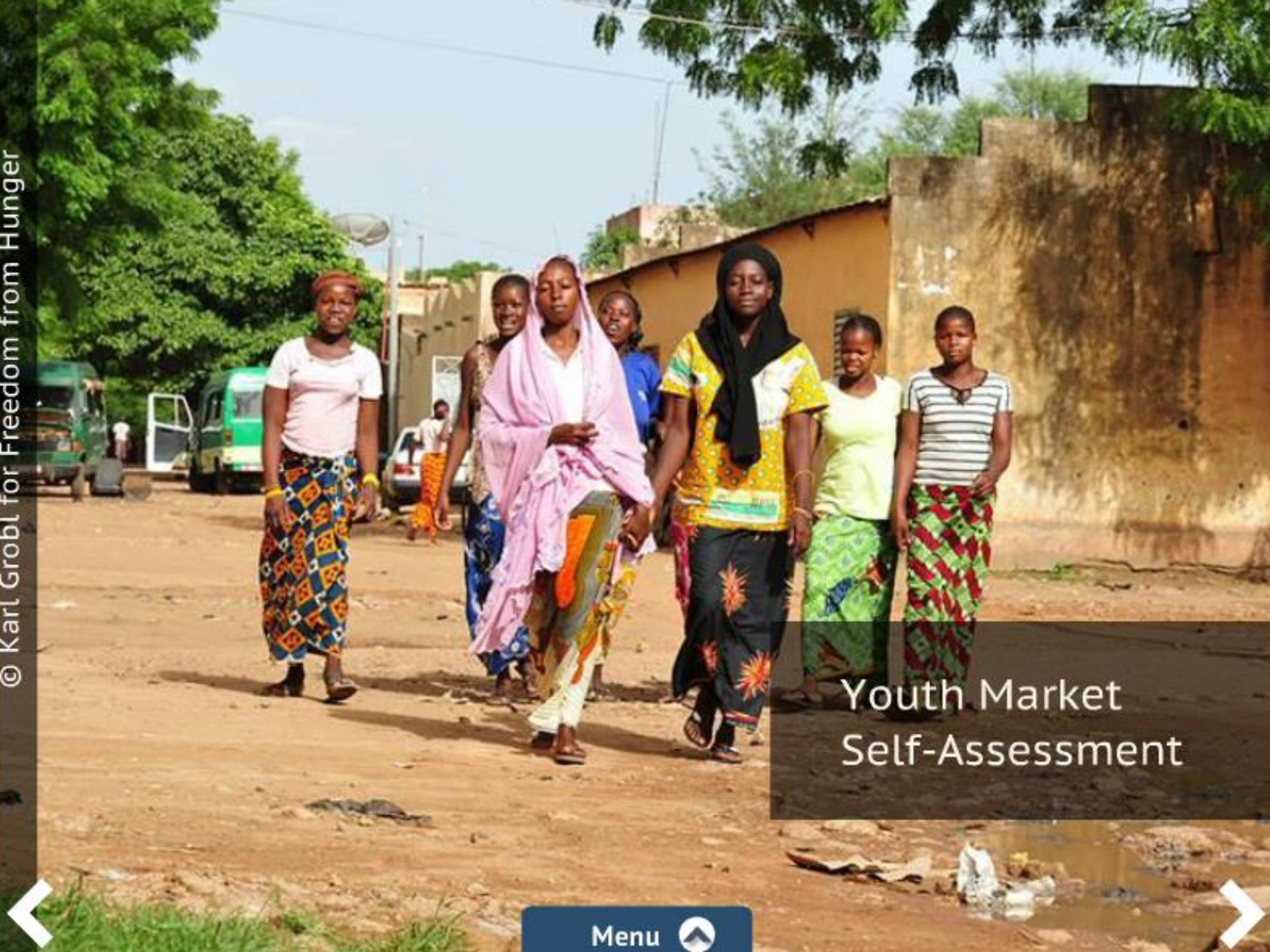


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Evaluating youth services



Approaches to integrated services



Youth Market Self-Assessment



Youth Market Self-Assessment

Youth my institution would like to serve are . . .

- Male only
- Female only
- Males and females
- I don't know

Submit



Menu 

Segments of the Youth Market



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See the experience of *Women's World Banking with gender-specific marketing strategies.*

My institution would like to serve male and female youth

While young females and males might have different financial goals, they both have similar preferences for financial services-primarily that they be affordable and easily accessible. Services should ensure that the requirements are easily accessible to both genders, taking into account any imbalances in resources of females or males.

Marketing campaigns and financial education can also be tailored to address any gender differences.



Menu



Self-Assessment




You can download a copy of the Youth Market Self-Assessment to help guide your organization.

[Download Self-Assessment](#)



You can return to the home page by clicking on the home icon or go to another section by clicking on one of the numbers below.



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Youth market self-assessment

Getting to know the youth market

1. Youth my institution would like to serve are...

Males and Females

While young females and males might have different financial goals, they both have similar preferences for financial services—primarily that they be affordable and easily accessible. Services should ensure that the requirements are easily accessible to both genders, taking into account any imbalances in resources of females or males.

Marketing campaigns and financial education can also be tailored to address any gender differences.

See the experience of [Women's World Banking with gender-specific marketing strategies](#).

2. Youth my institution would like to serve are...

Both under and over the legal age

Targeting a broad age range of young people offers opportunities and challenges. The financial behaviors and needs of a 15 year old might not be the same as those of a 24 year old. Institutions need to offer a range of services to meet the varying needs of youth.

Institutions can address this broad range by setting up a graduation strategy that grows along with clients. In Ecuador, young people with an individual savings account can transition to a group solidarity loan.¹

3. Youth my institution would like to serve are...

Mostly Rural

Offering integrated services to youth in rural areas has the potential to have a significant impact because of the lack of resources available in those communities.

A rural strategy should consider tapping into technology to tackle the distance barriers; for example, through remote savings mobilization or an agent network.

For more information, see AIM Youth Integrated Services and "[Beyond the Buzz: The Allure and Challenge of Using Mobile Phones to Increase Youth Financial Inclusion](#)."

4. Youth my institution would like to serve have parents who are...

ENGLISH
FRANÇAIS
ESPAÑOL



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