HOLIDAY WORKSHOP

FROM EMONEY'S FINANCIAL PLANNING GROUP

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Today's Agenda
•Savvy and sensible gifting
•Charitable giving
•Personal goals for 2022
•Plus, our favorite cookie, holiday food, and cocktail/mocktail recipes!

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What does gifting look like in the United States?

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Historical holiday sales and 2021 forecast

Holiday sales for 2021 are expected to increase by 8.5 - 10.5% over 2020.

Source. U.S. Census. Non-seasonally adjusted retail sales
NRF holiday spending is defined as the months of November and December. NRF's forecast excludes automobile dealers, gasoline stations and restaurants.

NRF National Retail Federation

Consumers plan to spend $997.73 on gifts, holiday items and other non-gift purchases for themselves and their families this year.

https://nrf.com/media-center/press-releases/holiday-spending-reflects-continued-consumer-demand

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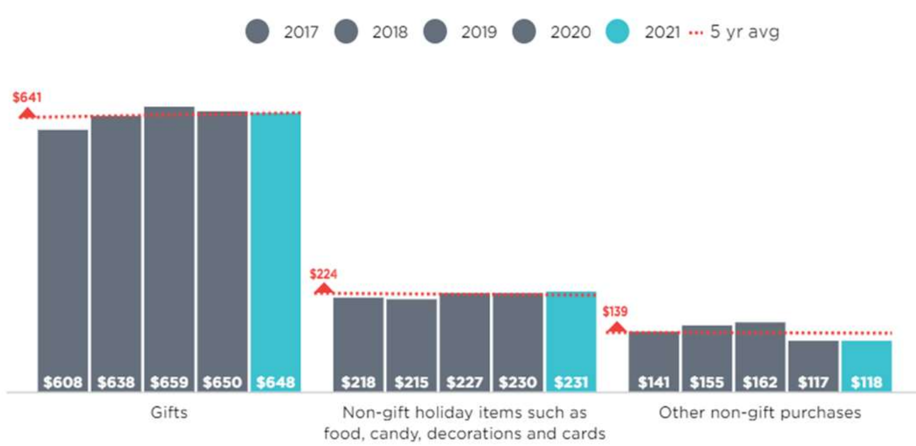
Historical consumer spending plans



Source: NRF and Prosper Insights & Analytics October 2021 Consumer Holiday Survey

NRF National Retail Federation

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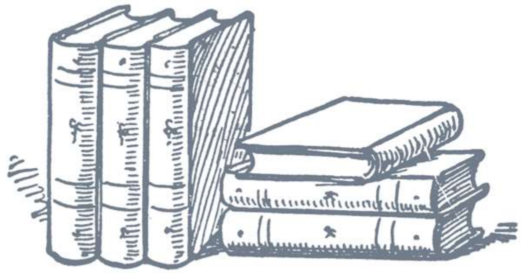
Top gifts for 2021



https://nrf.com/topics/holiday-and-seasonal-trends/winter-holidays/winter-holidays-data-center

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What makes a good gift?

Gifts that match the identity of the giver are considered positive

G. Paolacci et al., 2015

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Why do we give gifts?

- Build and maintain ties with one another

- Experiential gifts produce greater improvements in relationships

C. Chan and C. Mogilner, 2017

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How to prevent errors in gift giving:

- Give useful, asked for gifts, personalized

Galak et al., 2016

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Common U.S. Holiday Traditions

Do you participate in any of these traditions?

- Decorating the tree
- Baking cookies
- Looking at the holiday lights
- Singing holiday songs
- Wearing an ugly sweater
- Exchanging gifts
- Watching holiday movies
- Spending time with people you care about

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Mindful of Cultural Gifts & Traditions

Be mindful of other holiday celebrations going on around you:

- Celebrations of Hanukkah, Kwanzaa, Saint Lucia, Day of the Virgin of Guadalupe, Yule, Boxing Day, Christmas, and Omisoka.

Other cultural traditions:

- Guatemala burns their trash
- Ukraine decorates their trees with spiderwebs and spider ornaments
- Germany hides a pickle on the Christmas tree for an extra gift
- Japanese eat KFC on Christmas
- Finland visits their deceased loved ones

https://www.goalexandria.com/7-holiday-traditions-in-other-cultures/

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Spending on Gifts

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Let's Talk – Gift Cards

- 56% of American's want a gift card for the holidays
- 51% of Americans forget about their gift cards, don't use them, & leave per-person $116 on the table.

https://www.bankrate.com/finance/credit-cards/gift-cards-survey/

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Gift Cards and Mental Accounting

- With mental accounting, we treat money less interchangeably than it is.
- Gift cards change preferences…those changes are caused by mental accounting

Reinholtz et al., 2015

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Gift Card Tips

- Store your gift card next to your most used credit/debit card
- Add your gift card to your mobile wallet
- Add them to online store accounts
- Try to zero out the card, don't leave a balance

https://www.bankrate.com/finance/credit-cards/gift-cards-survey/

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Buy now, pay later?

What is it, how does it work?

- Buy now, pay later works similarly as using a credit card –
  - You are able to "walk out the door" with the purchase and pay for it over time.

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Buy now, pay later

Most popular apps for buy now, pay later

- Affirm – higher purchase limit
- Sezzle – up to $750, soft credit check, 4 payments over 6 weeks
- Afterpay – Up to $500, purchase split into 4 equal payments
- Klarna – best for large purchases
- Paypal Pay in 4 – best for small purchases, up to $1500, 4 equal payments

https://www.cnbc.com/2021/11/30/paypal-ceo-use-of-buy-now-pay-later-option-soared-on-black-friday.html

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Buy now, pay later

Be aware of:

- Late fees
- Soft credit checks
- Overspending

A study done by Credit Karma reported that 44% of those surveyed had used a BNPL service, and 34% had fallen behind one or more of those payments.

https://www.consumerreports.org/shopping-retail/risks-of-buy-now-pay-later-programs-a1000664957/

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Experiential Gift Ideas for 2021

- Personalized Celebrity message
- MasterClass all access pass
- Cooking box subscription
- Spa day
- National parks yearly pass
- Yearly pass to local museum, zoo, or other favorite place
- City scavenger hunt

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Budget within a Budget

- Consider all of the costs this holiday season, including food, stamps, holiday decorations, as well as gifts
- Creating a holiday budget within your larger household budget can help keep curb and track your expenses

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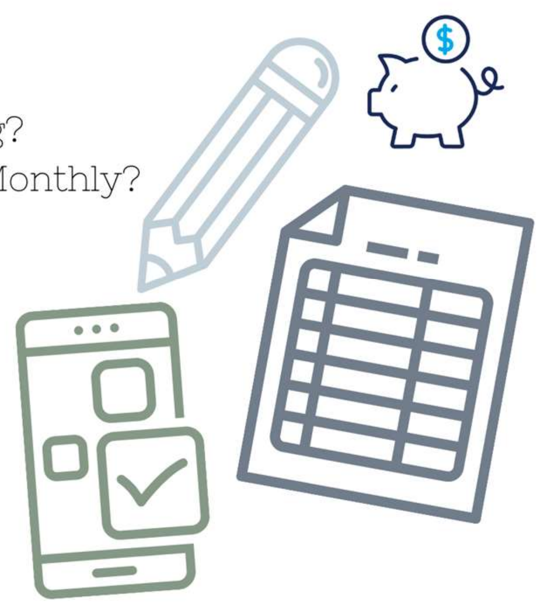
Tracking Spending

- How do you track your spending?
  - How often? Daily? Weekly? Monthly?
- Pencil & Paper
- Spreadsheets
- App
- Online Website



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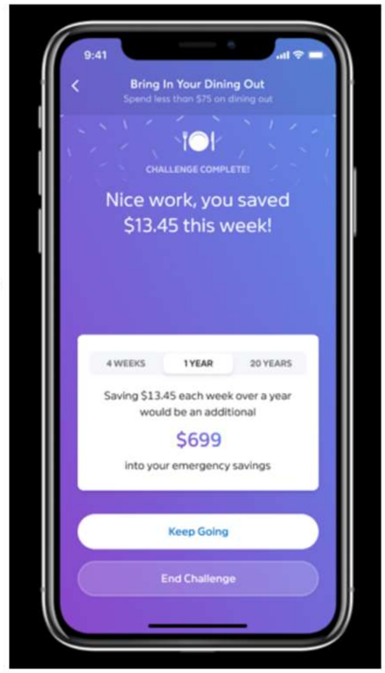
Utilizing Incentive

- All eMoney employees have access to Incentive
  - Create challenges to reduce spending
  - Learn financial concepts
  - Link bank accounts
- Coming for 2022
  - Set financial goals



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Tips to spend less this holiday

- Buy gifts for fewer people - consider sending a family gift
- Don't impulse purchase especially online!
- With friends - do a white elephant gift exchange or pull names from a hat
- Consider experiential gifts such as baking with grandma, dinner with your spouse, or coupons for chores
- Set a spending limit
- Take advantage of after-holiday sales for next year!

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Another Option

Want	Wear
Need	Read

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Holiday Club Account Idea

- Some banks and credit unions still have holiday club bank accounts
  - Money that you set aside only for the holiday season expenses

- At eMoney – you can put funds easily into another bank account
  - Log into ADP, then myself, then payment options, add a second direct deposit bank account, set aside $ each pay period

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Charitable Giving

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2021 Charitable Deductions

- Individuals can claim a limited deduction on your 2021 federal income tax return to certain qualifying charitable organizations

- $300 for individuals
- $600 for married filing jointly

https://www.irs.gov/newsroom/expanded-tax-benefits-help-individuals-and-businesses-give-to-charity-during-2021-deductions-up-to-600-available-for-cash-donations-by-non-itemizers

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eMoney Workplace Giving

- If you choose to make donations through workplace giving, your matching gift – up to $100 per year – for eligible donations will be automatically applied.

https://life.emoneyadvisor.com/business-unit/people-experience-px/faqs/?s=workplace%20giving

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Donating Wisely this Season

1. Research the charity
2. How much money goes to the charity?
3. Look up the ratings/report
4. Never pay by gift card, wire transfer, or cryptocurrency

Companies that you can use to research charities: BBB Wise Giving Alliance, Charity Navigator, CharityWatch, and Candid.

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Reporting Charity Scams

- Report scams to FTC.gov/complaint
- Find your state charity regulator at nasconet.org

https://www.nasconet.org/wp-content/uploads/2020/05/NASCO-State-Charities-Registration-Survey-5.15.20-.pdf

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Year End Giving

- You may want to consider giving other types of assets (other than cash!)
  - Cryptocurrency
  - Control and restricted stock
  - Mutual Funds
  - Physical stock certificates

https://www.fidelitycharitable.org/giving-account/what-you-can-donate/charitable-year-end-tax-deadlines.html

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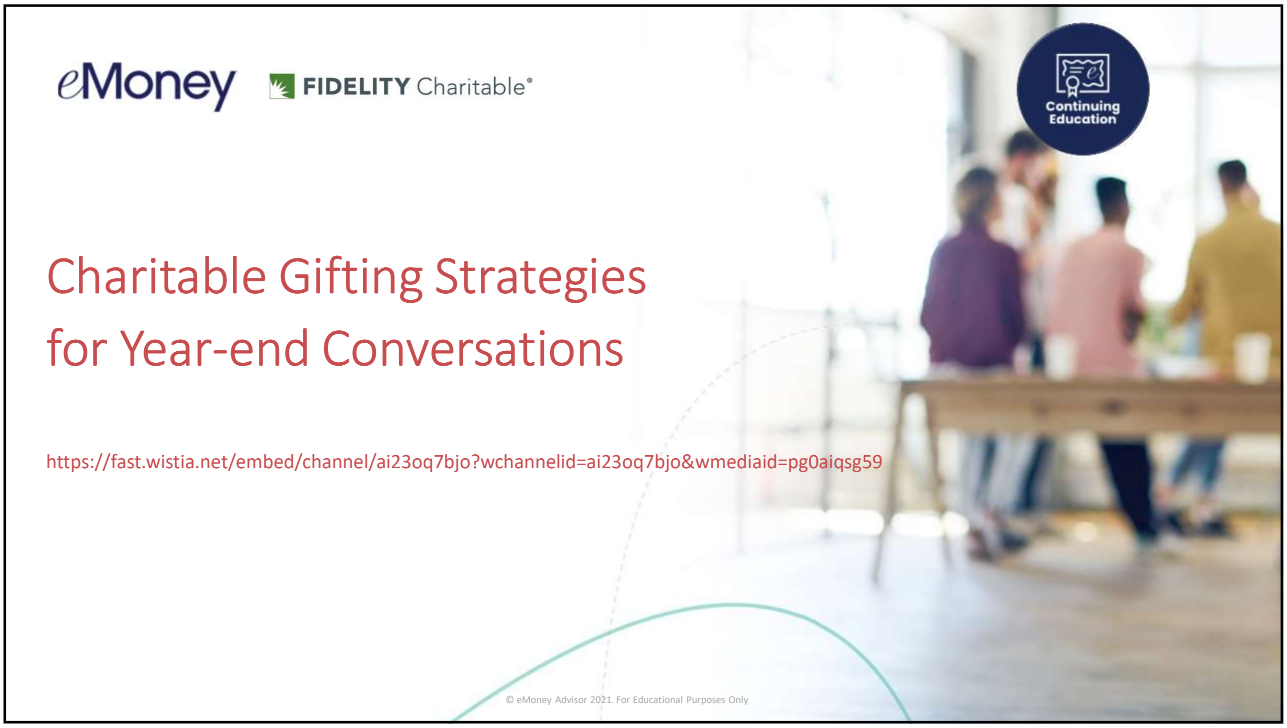
eMoney
FIDELITY Charitable®
Continuing Education
Charitable Gifting Strategies for Year-end Conversations
https://fast.wistia.net/embed/channel/ai23oq7bjo?wchannelid=ai23oq7bjo&wmediaid=pg0aiqsg59
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Goal Setting

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Did you know:

- It can take 18 to 254 days for a person to form a new habit
- On average it takes approximately 66 days for a habit to become automatic

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Setting goals is linked to:

- Higher motivation, self-esteem, self-confidence, and autonomy
- Strong connection between goal-setting and success

https://positivepsychology.com/goal-setting-psychology/

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Main types of goals:

- Process goal – implementation of plans
- Performance goal – tracking progress
- Outcome goal – successful implementation of process and performance goals

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Getting started with setting goals:

- Less is more
- Look for overlap
- Set smaller tasks
- Write your goals down
- Review weekly
- Know your "why"

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Actions to take for setting goals:

- Find (or make) a goal setting journal
- Create a goal or vision board
- Find a goal buddy
- Create a mantra
- Take time to recharge with Headspace

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Resources from eMoney

- Fidelity FinFit Workshops
- Incentive
- Headspace
    - Happier Holidays
    - Managing Financial Stress
- ADP – adding a second bank account

https://netbenefits.fidelity.com/livewebmeetings

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Holiday Recipes

- Cocktails/Mocktails
- Cookies
- Eggnog and more!

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eMpower Points Raffle

- Thank you for attending!
- Three randomized winners will win 100 eMpower Points for attending live!

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QUESTIONS FROM TODAY?
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