CAMPAIGN TOOLKIT

Money Masters

Building money confidence at work

TIMINGS

Launch date: Money Masters launches in the Stream app on Monday 2nd November. Please plan/schedule your comms to go live from Monday 2nd November during Talk Money Week.

SECTION ONE

About **Money Masters**

As a supporter of the **Employer Alliance for Financial Education** you get access to **Money Masters**—a new course in the Stream app.

Money Masters teaches people three core financial concepts that every adult should know: **interest, inflation, and risk diversification**.
Understanding these concepts gives people the confidence to make more informed decisions about managing, growing and protecting their money.

Delivered in the Stream app— alongside tools people use to budget, save and get paid—Money Masters transforms passive learning into practical experience.

What's more, members who complete the course & pass the Big Three quiz will be entered into a prize draw for the chance to get their savings pot balanced **doubled** (up to a maximum of £500). T&Cs apply*.

*Educational guidance only, not advice. The prize draw is open to UK residents aged 18+ who have an active Stream savings pot provided through Stream Financial Services Ltd with a positive balance. Your eligible deposits are protected up to £85,000 by the Financial Services Compensation Scheme. T&Cs: https://stream.co/en/money-masters-tcs

WHERE WE ARE TODAY

1 in 4

adults pass the Big Three test

OUR SHARED GOAL

1 million

workers pass it, with our help

TIMINGS

October 2026

Key dates & things to know

NOW

Review & brief

Read the toolkit, brief your comms and internal teams, and sign off the templates.

NOVEMBER 2nd 2026

Launch

Money Masters goes live in the Stream app on Monday 2nd November, 2026, the start of #TalkMoneyWeek

NOVEMBER - JANUARY 2027

Ongoing comms

Money Masters will be live in the Stream app with a participation incentive until February 2027.

NOVEMBER - JANUARY 2027

Monthly prize draw

Members who complete the course & pass the Big Three enter a prize draw for the chance for their savings pot balance to be **doubled** (up to a maximum of £500)*

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SECTION TWO

The campaign toolkit

Find everything you need to promote the NEW **Money Masters** course across your internal channels - driving engagement in financial education across your workforce.

INCLUDES

Word templates: email, newsletter, intranet pages.

Content: graphics for emails, intranet tiles & digital screens and digital or print-ready A4 1 pagers.

Breakdown of what’s in the pack

3

Word templates

For creating emails and an intranet page or internal blog about Money Masters.

6

Educational graphics

Risk diversification, inflation and interest, each as a 1x1 and a 16x9.

6

Promotional graphics

Three variants, each as a 1x1 and a 16x9.

5

A4 one-pagers

Three educational and two promotional, each in digital and print-ready versions.

Word templates

Intranet/colleague blog/emails

Download here

1.

Short blurb template

For adding into a newsletter or colleague magazine or newsboard.

2.

Intranet/blog template

For creating your own employee landing page all about Money Masters

3.

Email template

Send an all company email to your colleagues about Money Masters.

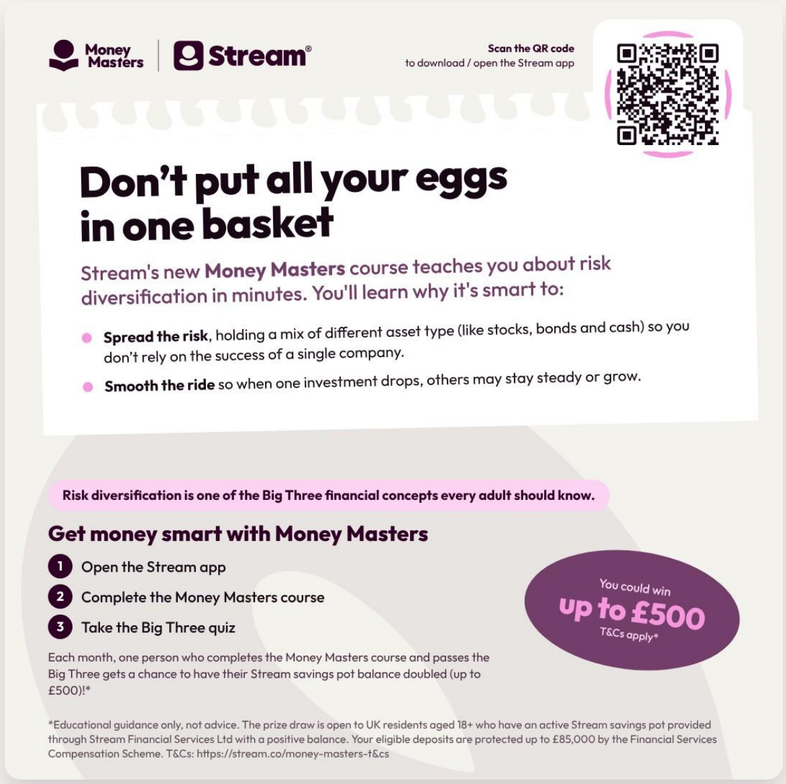
Top tip

Bring it to life

Don’t forget to use the graphics library to bring these comms to life.

Graphics | social/intranet/ email | Download here

Risk diversification



1x1 · 1080 × 1080



16x9 · 1920 × 1080

A4 one-pager

Download here

Risk diversification

“Don’t put all your eggs in one basket. Understand risk diversification in minutes with Money Masters.”

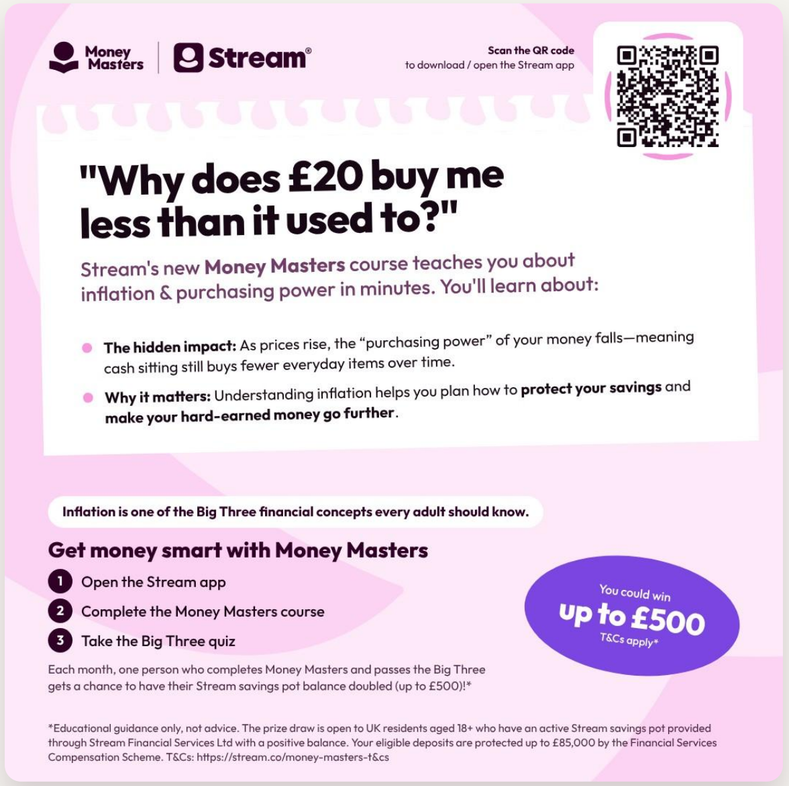
- What’s risk diversification?
- How it works
- Knowledge is power
- Three steps to get money smart, plus the prize

Digital A4 and print-ready A4 with 3mm bleed

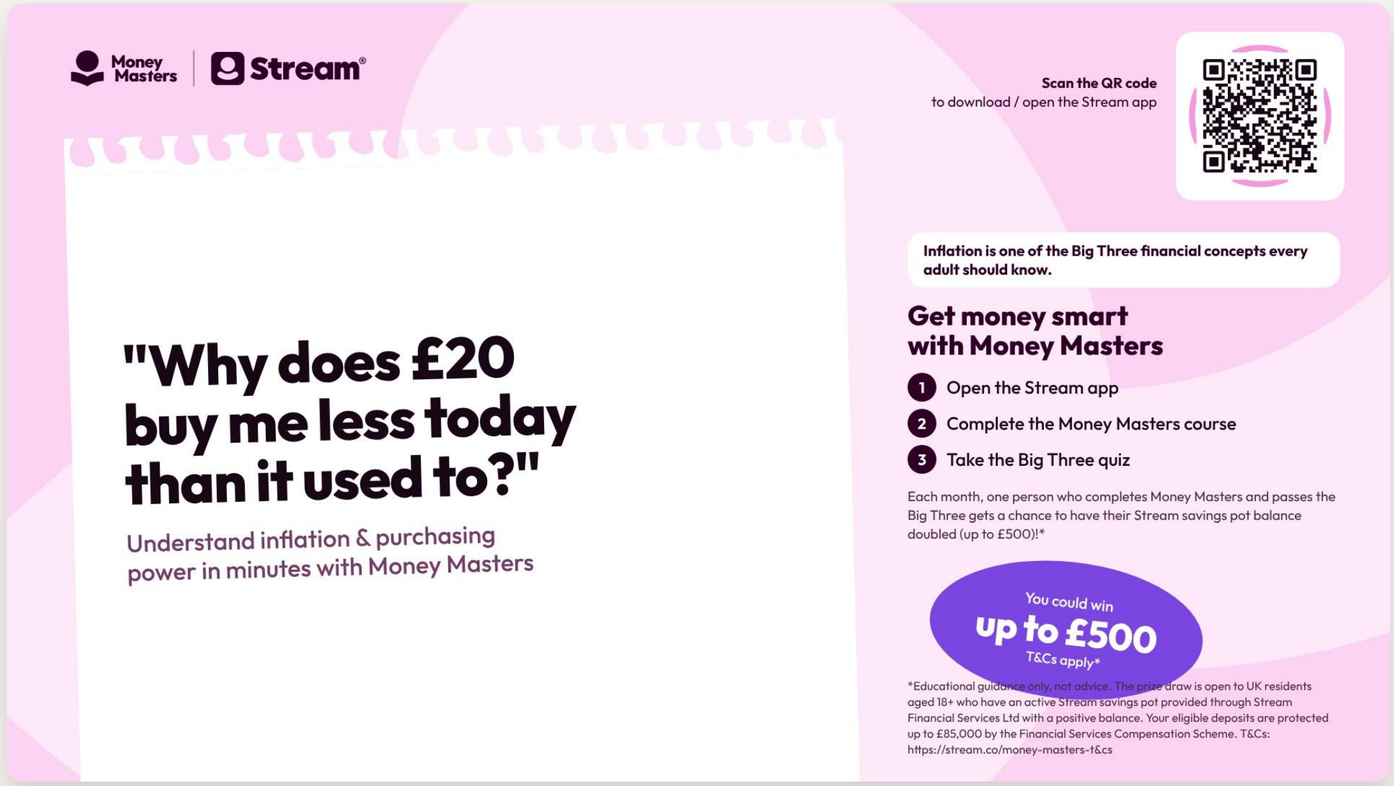


Graphics | social/intranet/ email | Download here

Inflation



1x1 · 1080 × 1080



16x9 · 1920 × 1080

A4 one-pager

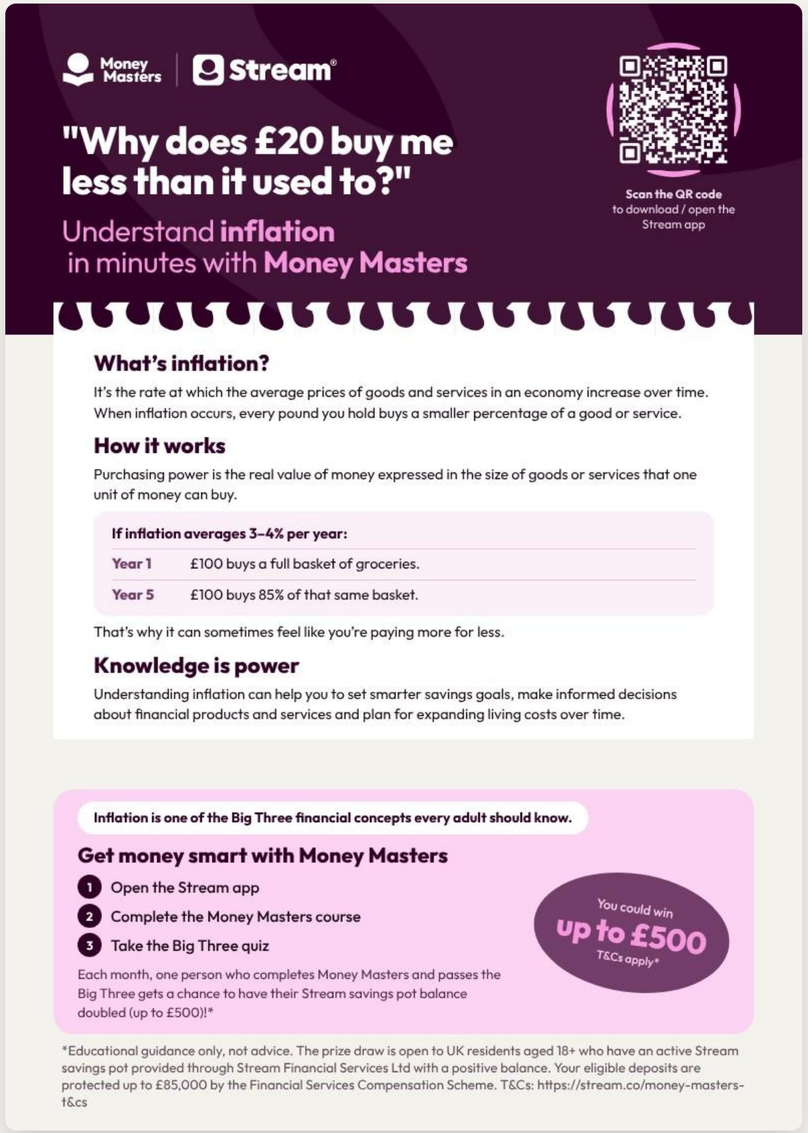
Download here

Inflation

“Why does £20 buy me less than it used to? Understand inflation in minutes with Money Masters.”

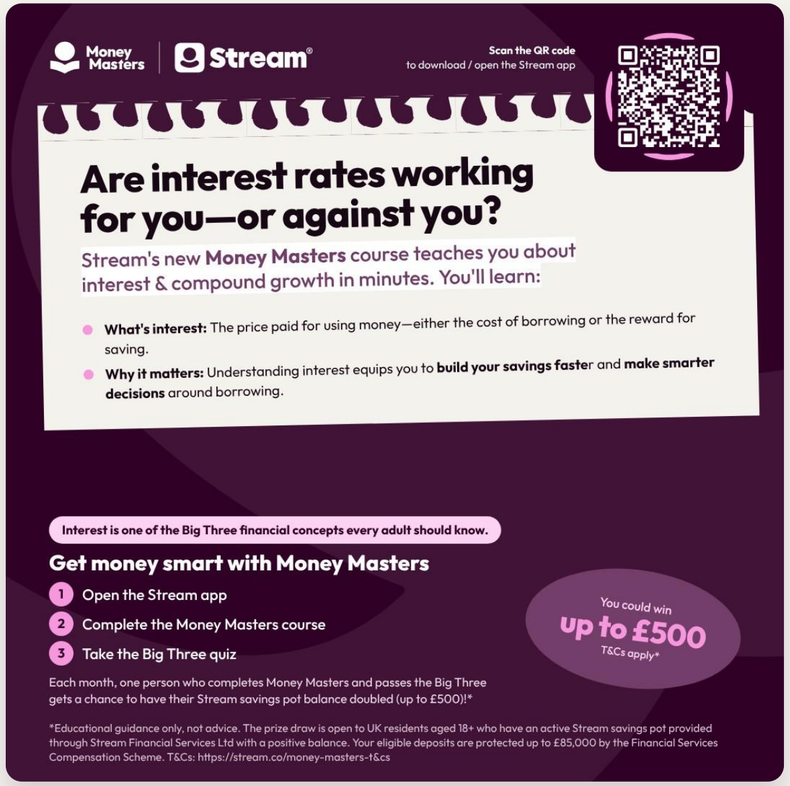
- What’s inflation?
- How it works, with the £100 grocery basket example
- Knowledge is power
- Three steps to get money smart, plus the prize

Digital A4 and print-ready A4 with 3mm bleed

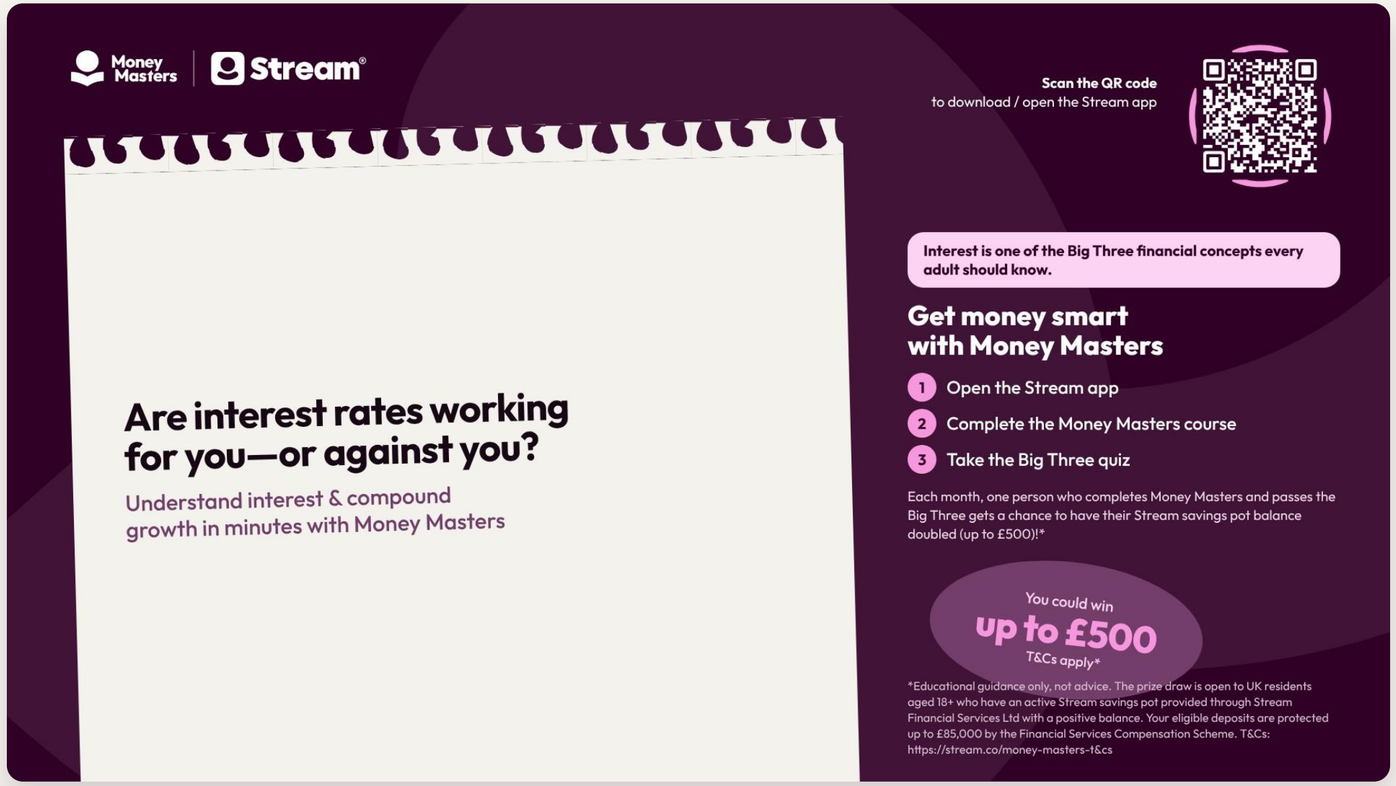


Graphics | social/intranet/ email | Download here

Interest rates



1x1 · 1080 × 1080



16x9 · 1920 × 1080

A4 one-pager

Download here

Interest rates

“Growing wealth or building debt? Understand interest in minutes with Money Masters.”

- What’s interest?
- How it works, with the £1,000 at 5% compound example
- Knowledge is power
- Three steps to get money smart, plus the prize

Digital A4 and print-ready A4 with 3mm bleed



Money Masters | Stream

Growing wealth or building debt?
Understand **interest** in minutes with **Money Masters**

Scan the QR code to download / open the Stream app

What’s interest?

Interest is the cost of borrowing money or the reward for saving it, expressed as a percentage. When you save money, financial institutions pay you interest for storing your capital with them. When you borrow money, you pay interest to the lender for accessing their funds.

How it works

Interest works in two main ways: simple interest and compound interest. The real engine behind savings growth is **compound interest**—earning interest on both your original deposit and the interest you’ve already accumulated.

If you save £1,000 at a 5% interest rate:

Year 1	You earn £50 interest (£1,050 total).
Year 2	You earn 5% on £1,050 = £52.50 interest (£1,102.50 total).
Year 3	You earn 5% on £1,102.50 = £55.13 interest (£1,157.63 total).

Over time, compound growth helps your money build momentum, growing your savings pot faster.

Knowledge is power

Understanding interest rates can help you maximize your savings growth, understand the true cost of borrowing, and make more confident decisions across all your financial options.

Interest is one of the Big Three financial concepts every adult should know.

Get money smart with Money Masters

1. Open the Stream app
2. Complete the Money Masters course
3. Take the Big Three quiz

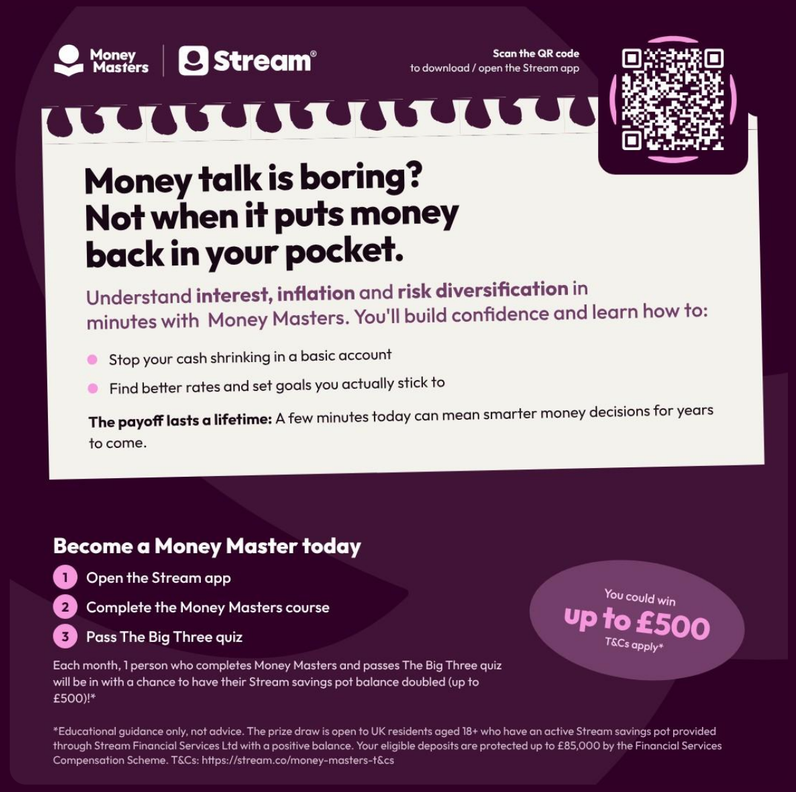
Each month, one person who completes Money Masters and passes the Big Three gets a chance to have their Stream savings pot balance doubled (up to £500)!*

You could win **up to £500** T&Cs apply*

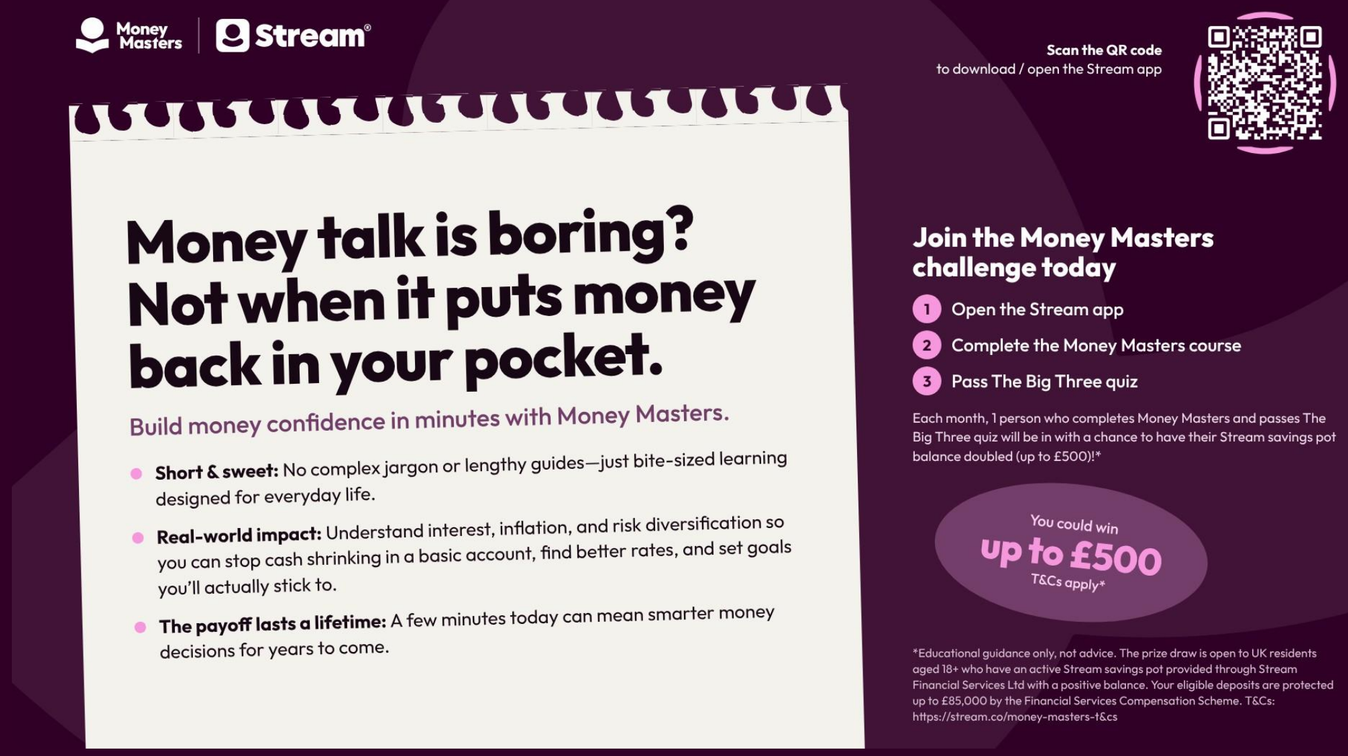
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Graphics | social/intranet/ email | Download here

Promo · Knowledge is Power



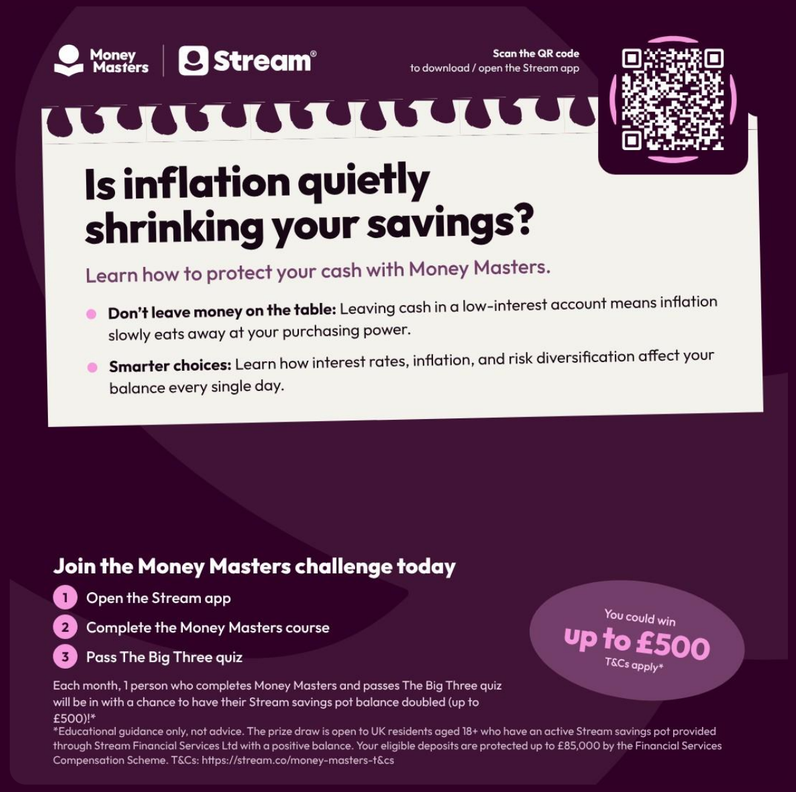
1x1 · 1080 × 1080



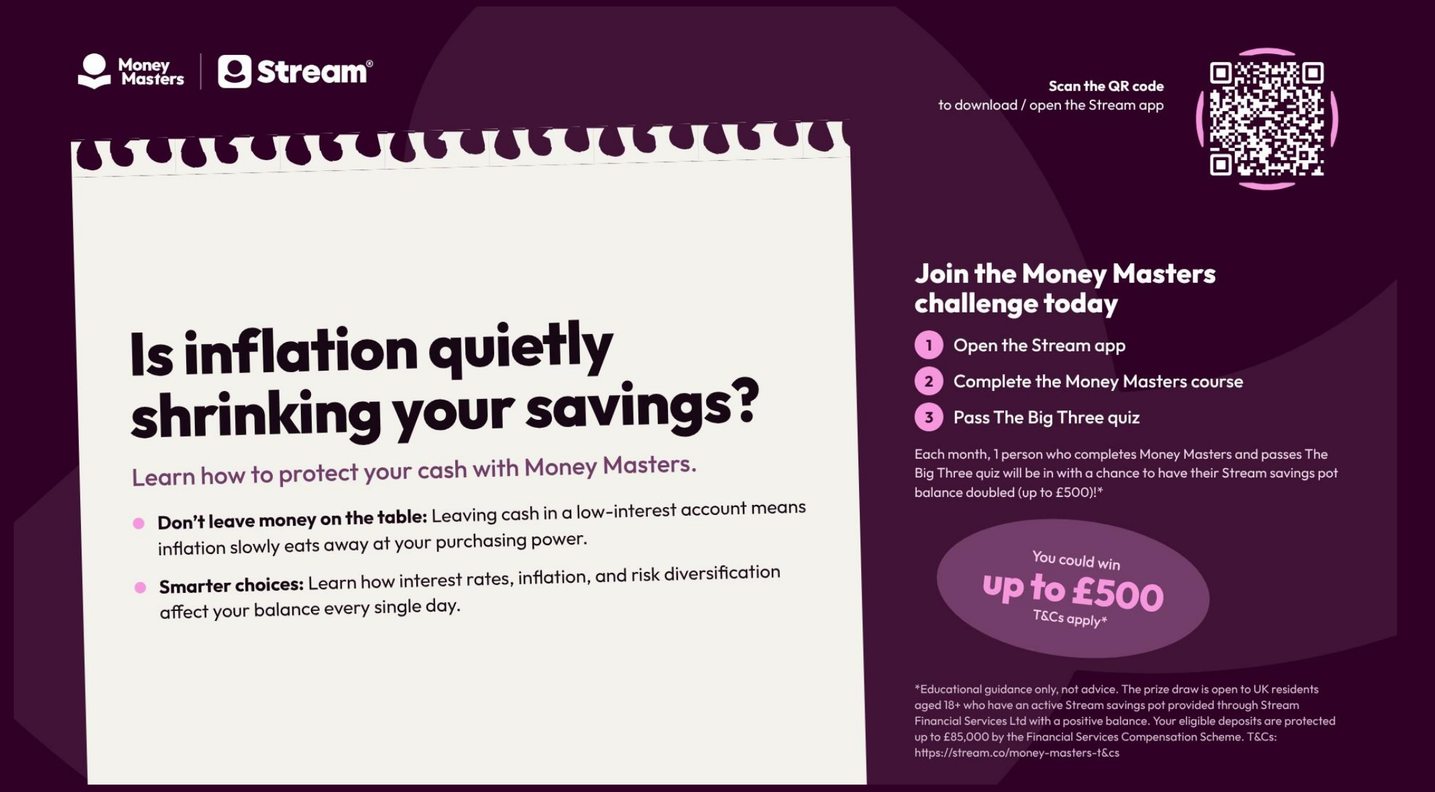
16x9 · 1920 × 1080

Graphics | social/intranet/ email | Download here

Promo · Stop Losing Money



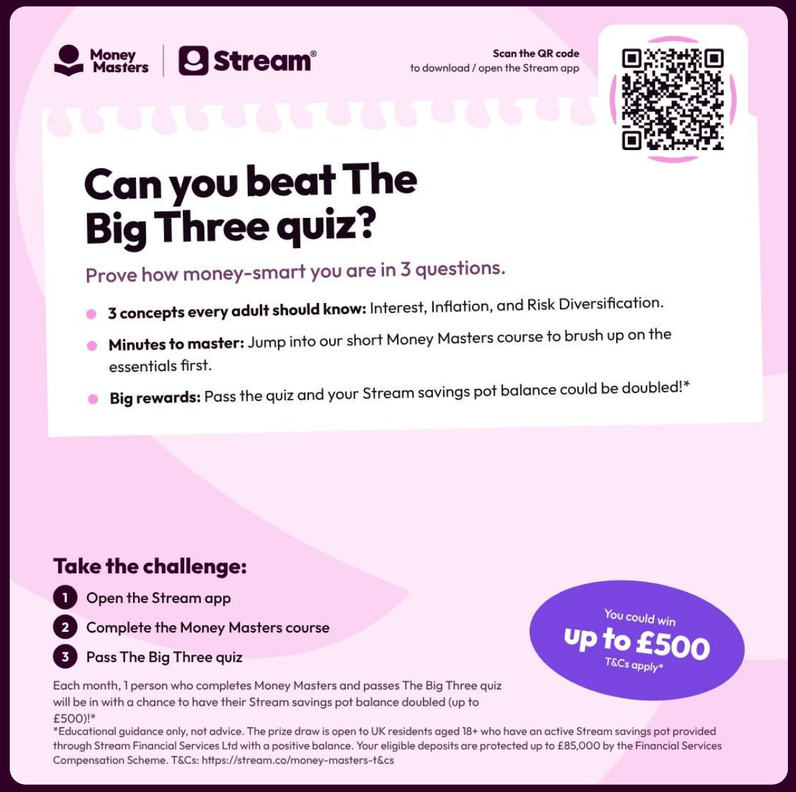
1x1 · 1080 × 1080



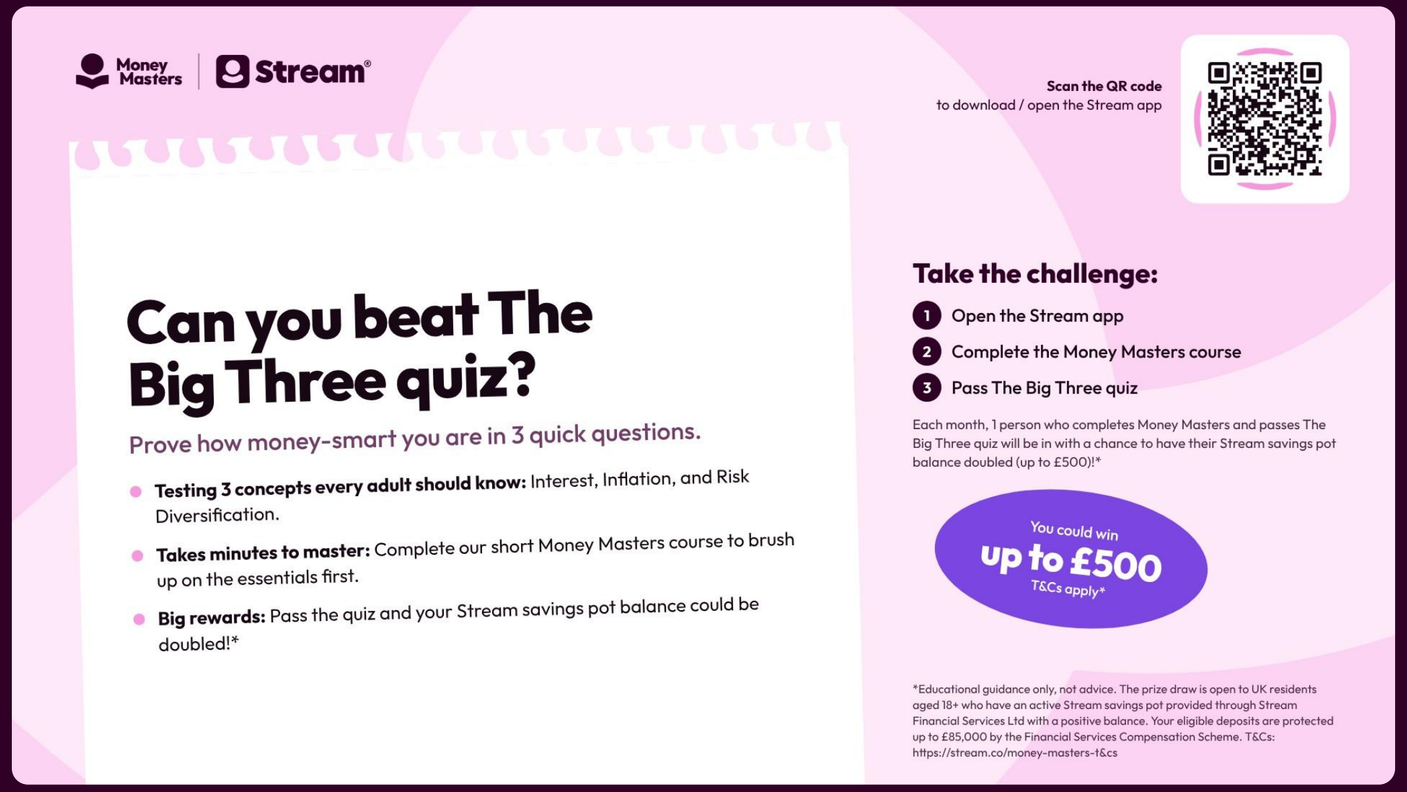
16x9 · 1920 × 1080

Graphics | social/intranet/ email | Download here

Promo · Quiz Challenge



1x1 · 1080 × 1080



16x9 · 1920 × 1080

A4 one-pagers

Download here

Promotional one-pagers

1 · Can you beat the Big Three?

Knowledge and real-world impact.

2 · Meet Money Masters

Feel-good confidence and the prize draw.

Digital A4 and print-ready A4 with 3mm bleed









Stream®

Prize draw T&Cs

The T&Cs will be hosted in the Stream app and online **here**. All templates, graphics & 1 pagers include them.

If you create your own content please make sure to include a link to the T&Cs too.

