OPERATION HOPE for organizations

Green Socks Day Challenge

April 30

What is it?

The **Green Socks Day Challenge** is a nationwide movement to raise awareness about financial literacy in the month of April. It's a fun, visible way for individuals, families, businesses, and communities to take action, start learning, and support financial education for all.

On April 30th, we want your organization to:

1

Take a selfie or video of yourself wearing green socks

2

Post on your company's internal communications and on your social media platforms w/ #greensocksday and tag @OperationHOPE

Take the Challenge and Share Your Story

As a team, test your financial literacy skills with our quick 20-question quiz. Then we want you to:

3

Post your organization's score on all of your social media w/ #greensocksday

4

Share w/ your following: "What's one thing you wish your younger self had known about money?"

Take the First Step

Sign up for **no-cost financial coaching** from Operation HOPE. Use code **"GreenSocks"** to learn how to improve your credit score, lower your debt, and start building wealth.

Why Financial Literacy Matters

Emergency Preparedness & Debt
40% of Americans would struggle to come up with $400 cash to cover an emergency event.

Lack of Financial Knowledge
Nearly two-thirds of Americans fail basic financial literacy tests.

Mental Health & Stress
72% of Americans report money-related anxiety.