BetterMoneyHabits.com allows users to navigate content by selecting topics of interest or by choosing a financial goal:

**Topics include:**
- Credit
- Saving & Budgeting
- Debt
- Home Buying & Renting
- Taxes
- Car Buying
- Personal Banking & Security
- Paying for School
- Families & Money
- Work & Income
- Military Finances

**Goals include:**
- Improving my credit score
- Paying down my student loans
- Reducing my credit card debt
- Saving for a big-ticket item
- Getting ready for tax season
- Buying my first home
- Buying a car
- Saving for my/my child’s education
- Starting out on my own
- Teaching my children about money
- Building an emergency fund
- How to stop living paycheck-to-paycheck
- Transitioning from military to civilian life
- Getting the most of my new job
- Getting started with retirement

**Partnership with Khan Academy**

At Bank of America, we work to help make financial lives better. This includes ensuring people have access to the knowledge and resources needed to make good financial decisions and achieve their personal goals. Among the ways we do that is through our partnership with Khan Academy and the creation of Better Money Habits.

Khan Academy is a non-profit with the mission to provide a free, world-class education for anyone, anywhere. Founded by Sal Khan on the belief that anyone can learn anything, Khan Academy aims to make knowledge accessible and help users tap into their potential by delivering instruction on a myriad of subjects through compelling online videos.

Pairing Khan Academy’s expertise with our financial know-how, we’ve tapped into a different way for people to learn about money. BetterMoneyHabits.com delivers easy-to-understand information on a range of personal finance topics, is 100% objective, is commercial-free and does not promote products. Since the site launched in 2013, millions of people have visited BetterMoneyHabits.com on computers, tablets and smart phones.
Key features

Interactive content

BetterMoneyHabits.com makes personal finance topics digestible with easy-to-understand videos and hands-on tools, including key takeaways and quizzes to test users’ understanding.

Goal-based learning

BetterMoneyHabits.com uses a goals-based approach to deliver information based on what people want to learn about and what’s relevant to them.

User engagement

BetterMoneyHabits.com awards participants with points and badges, which are based on accumulated points, for completing topics, sharing content and providing feedback.

Using the website

BetterMoneyHabits.com can be used by individuals as a self-guided learning experience and by financial educators as a new source of interactive content that can enhance existing programs and curricula.

Financial coaches

BetterMoneyHabits.com shows clients how to set financial goals and work towards them. Coaches can use the goal feature to walk clients through the process or they can recommend content as “homework” between sessions. Content specifically designed for people who are living paycheck-to-paycheck can be found in the Better Money Habits Education Resource Center at BetterMoneyHabits.com/partner.

Individual users

BetterMoneyHabits.com provides two ways to interact with the site content. Users can choose a financial goal to create an experience that is relevant to them or choose a topic from the navigation bar or menu icon, such as credit, saving and budgeting or buying a car.

Teachers

Videos on the website can be used to begin a discussion as part of classroom instruction and materials from the site can be distributed to enhance students’ understanding. Suggested content for Middle- and High-School students includes: Saving for my education, Buying a car, Starting out on my own, and Getting the most out of my new job.

Better Money Habits Education Resource Center

The Resource Center is a page on BetterMoneyHabits.com that was developed with non-profit partners to help coaches work with clients who are living paycheck-to-paycheck.

The videos, articles, infographics and worksheets on this page can be used to make a client session more interactive or to help clients continue learning between sessions.

Coaches can:

• Search by topic
• Download client handouts and homework
• Rate, share and submit feedback directly from the site

Topics include:

• Taking control of your finances
• Getting out of debt
• Establishing or rebuilding credit
• Building better financial habits
• Establishing an emergency fund
• Buying a home

Getting started

1. Visit: BetterMoneyHabits.com/Partner
2. Share the resource page with team members
3. Submit feedback to bettermoneyhabits@bankofamerica.com