



# Counting Change



A Measurement Plan for the  
National Financial Literacy Strategy

## How to measure the impact of your financial literacy initiatives

### What is the Measurement Plan?

The Measurement Plan provides ecosystem stakeholders with an actionable guide to measure our collective progress towards achieving the outcomes of the National Strategy.

#### Step 1 Use Strategy-Aligned Measures (SAMs)

SAMs are aligned to the National Strategy's priorities and outcomes.



#### Step 2 Include key demographic and vulnerability questions

Collecting this information is key to supporting the financial needs of diverse groups of people.



Collectively  
counting change  
will lead to  
change that  
counts

#### Step 3 Share your results

Results from using SAMs are turned into high-level indicators and profiled on the National Strategy Dashboard for public viewing.



#### Step 4 Get the support you need

Get support from FCAC or other stakeholders in making, choosing or validating SAMs to embed within your initiatives.



# Make change that counts!

