

"Money and Kids- Make Investing Fun" - April 18, 2009

This is a helpful hint for those of you with young children or grandchildren. A good idea is to have the child cut the coupons which you redeem while shopping.

After cashing the coupons, it is advisable to give the child 25% and a % to charity with the balance going into a brokerage or savings account until there is enough to purchase his/her first equity.

One way to get them interested in investing is to find companies that will reward them for investing, by sending them fun items when they invest. Here's a short list of such companies:

William Wrigley Jr. Co.- Sends stockholders a 100-stick box of gum each December.

Kellogg - Sends a packet of coupons for such goodies at Pop-Tarts and Froot Loops.

Disney - Offers the Magic Kingdom Club with discounts on resorts and theme parks.

3M - For a small charge, offers holiday gifts boxes of tape, Post-Its and other products.

You'll find information on these companies' investment plans at the "Investor Relations" section of their websites. When possible, try to enroll your child in a Dividend Reinvestment Plan, or "DRIP", to take advantage of the power of compounding.

Another important facet any child's financial education should be comparison shopping. Take them with you to the store and teach them how to find the best deals by comparison shopping. This is powerful knowledge that will help them throughout their lives.

Stay tuned for more tips for your "future millionaires"...

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