

# Green Socks Day Challenge

**April  
30**

## What is it?

The **Green Socks Day Challenge** is a nationwide movement to raise awareness about financial literacy as part of Financial Literacy Month.

## On April 30th, we want your organization to:

**1**

Take a selfie  
or video of  
yourself wearing  
green socks

**2**

Post on all of your  
social media w/  
#greensocksdays  
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 score  
on all of your  
social media w/  
#greensocksdays

**4**

Share w/ your  
following:  
“What’s one thing  
you wish your  
younger self  
had known  
about money?”

For organizations



## 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.