:

**Joe the Monkey and Friends Learn About Spending Smart**

**Author: John Lanza**

**Suggested Ages 5-10**

**Time: 45 min**

**Lesson:**

* The Power of Advertising
* Buyer’s Remorse
* Shopping Smart-Making Money Decisions

Read the book aloud to the students. Pause at various points in the book to talk about how it feels when you are tempted to do something or buy something. (Peer-pressure)

Questions to encourage discussion:

Pigs spent his money on “stuff” and didn’t even know what it does. Has your money ever “magically” disappeared and you don’t really know where it went or what you spent it on?

Joe’s friends were all buying “stuff” just because it seemed like the popular thing to do. Use this opportunity to talk about fads that quickly fade.

The Supervine 3000 was $20 at Mr. Gibbons’ store and a similar one was $10 at another store. Why wasn’t Mr. Gibbons worried? When might it be ok to spend more on something? Ask the students for examples of things they have that have lasted a long time and things that broke right away.

Joe really believed in Vine and Mud, Mess & More (the stores that Big Giant was putting out of business). What were some of the things he did to help them? (Holding signs, having a benefit concert, taking his friends to the businesses)

**Suggested Activity:**

1. Virtual-(at home) Ask parents to give their child a list the next time they go to the grocery store. Have the child lead the way and find the best bargains using the unit prices listed on each price tag. You may need to explain what a unit price is. Keep note of how much the more expensive items cost and suggest that parents can even give them the balance of what they saved as a reward. Ask them to find something more expensive that they would be willing to pay more money for due to its quality (e.g. organic food, etc.) so that they understand, like Joe and his friends discover in the book, that spending less isn’t always spending smart.
2. Classroom or virtual: Ask the students ahead of time to find an item that they regret buying and have them do a brief “show and tell”. What would they do differently?
3. Show the students some advertisements (you can even record some and let them listen). Ask them to point out things in the advertisement that are trying to attract buyers. Then ask the students to draw their own advertisement for an item in the classroom. If time allows, they can work in groups and do a sales pitch.

Materials needed:

Various advertisements (magazines, paper, recorded)

Drawing paper

Markers