

# Why survive when you can thrive? What's your Side Hustle?

Do you want to make some noise? Here is a timeline of events and activities you can schedule to motivate your students to engage.

## Introduction

Universities face pressure to ease student struggles, but tight budgets limit changes.

We want to empower students to manage their finances during higher education, especially during National Student Money Week. Acknowledging the challenges they face, we aim to inspire them to harness their potential.

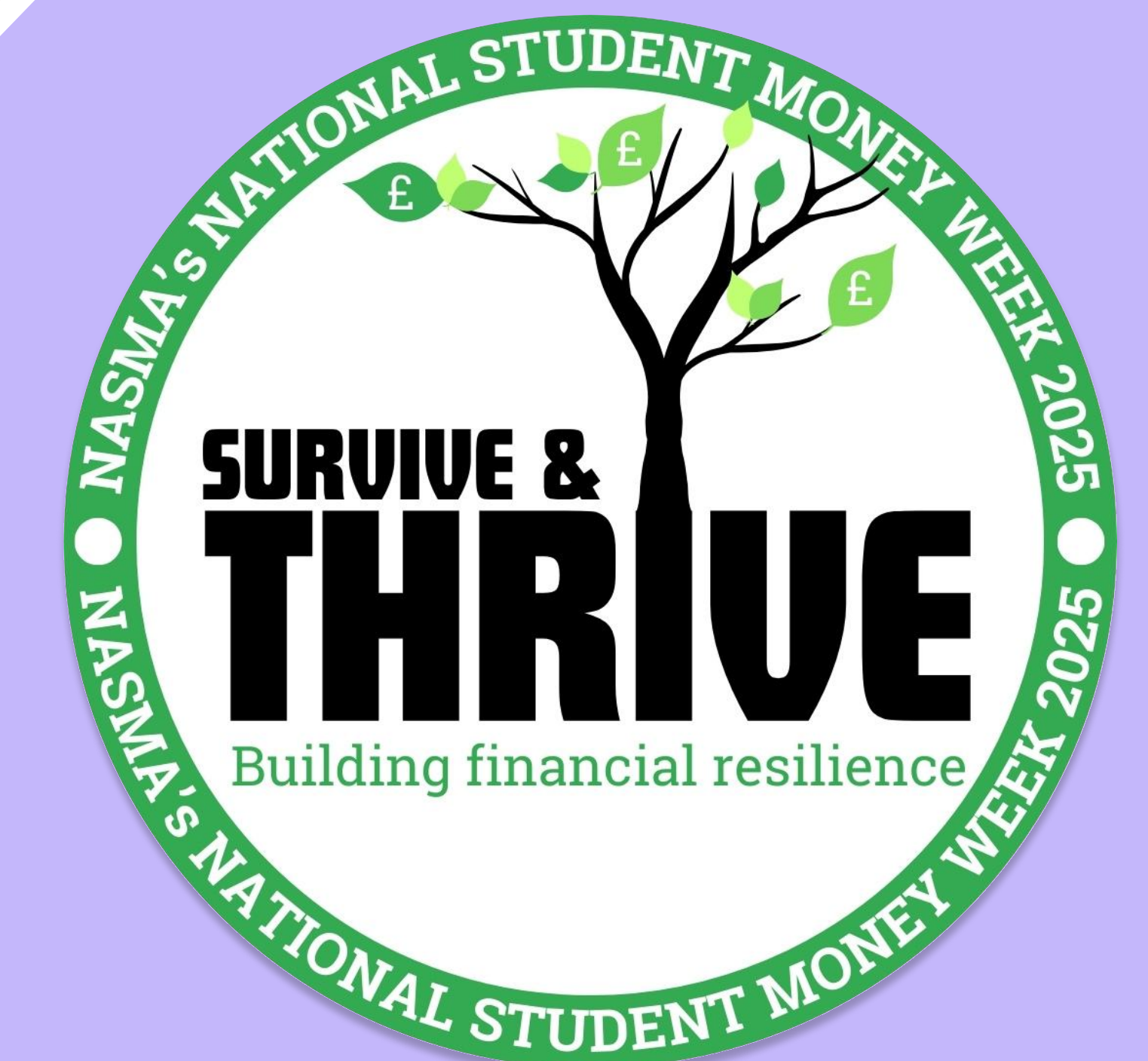
The new economy offers various opportunities to fund their education, graduate and access better graduate salaries. Our campaign encourages students to explore ways to earn while they learn, from drop shipping to fundraising and scholarships, putting them in control of their financial journey.



**NATIONAL  
STUDENT  
MONEY  
WEEK 2025**

**\*blackbullion** x

 **NASMA**  
National Association of Student Money Advisers





## Competitions

As a non-partner organisation, we offer your students the opportunity to win 5 x £50 cash prizes when they complete our learning pathways on Dropshipping and Easy Fundraising.

To our Blackbullion partner organisations, we offer your students the opportunity to win a £500 cash boost when they complete all four learning pathways: Dropshipping, Easy Fundraising, Reselling, and Scholarships. In addition, students will be entered into a prize draw if they complete the Money Mindset Quiz during the week. There will be 3 x £50 cash boosts on offer.

## Webinars

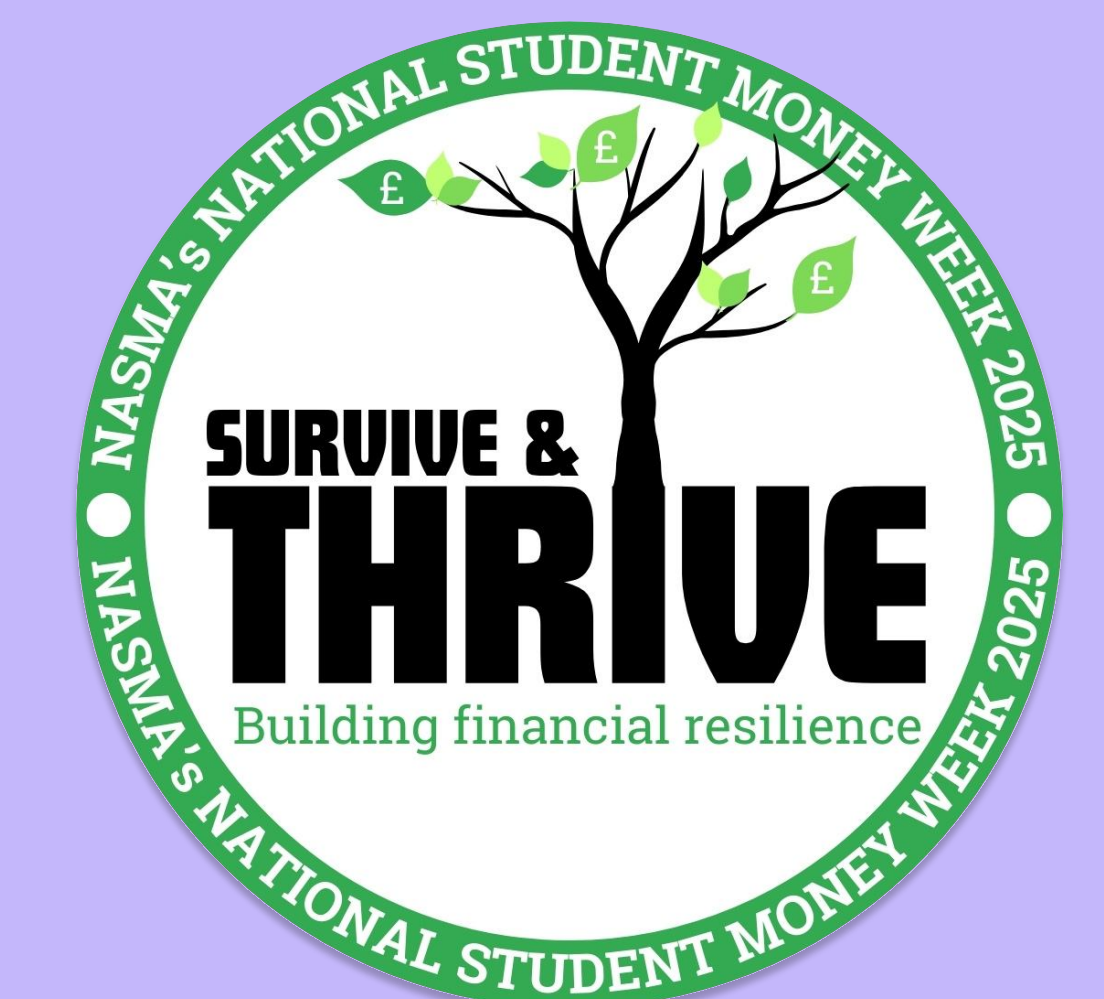
As a Blackbullion partner organisation, we offer two webinar opportunities.

### Launch Webinar for Students on March 3rd 2025

We invite students to listen to industry experts discussing the new economy and the skills needed to take advantage of the available opportunities. Students can submit questions and hear the answers, maybe even scoping the next big money-making project.

### NSMW Webinar for Staff on March 7th 2025

We will host a roundtable discussion on the need for personal responsibility and resilience in students. We will explore strategies for inspiring students and helping them feel empowered to be the answer to their problems.





## Media Assets

[Social Posts](#) 🖱️

[Email Copy](#) 🖱️

[Other graphics](#) 🖱️

### Enhanced Media Assets (Blackbullion partners only)

Video  
COMING SOON

Animations  
COMING SOON



## Blackbullion's Commitment to National Student Money Week

During National Student Money Week, we will promote the campaign using organic and paid media. We will visit many colleges and universities and build buzz, encouraging comments from students on campus. We will also send a series of emails (partners only) to engage students with our learning.

We will also release a unique report evaluating who is responsible for and who has the power to solve the cost-of-learning/ skills crisis. This will be published for all colleges and universities.



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