



Financial Entertainment: Gamifying College Readiness

At the behest of Regions Bank and in partnership with BlackSmith LLC, D2D took on the challenge of engaging high school youth in college preparation through an interactive game during the summer months.

During 2012, D2D piloted Summer Quest: Birmingham, a real world “gamification” experience, in Birmingham, Alabama with the goal of preparing high school students for college and the financial responsibilities that follow. Gamification is the use of game design and mechanics in order to achieve a goal in a non-game context. Students completed up to 20 personal finance and college readiness related quests which earned them points towards prizes. An interactive web portal linked to Facebook provided quest information and scoring.



Examples of quests included: creating a music video about the FAFSA form, practicing ACT and SAT questions, attending career panels, and playing D2D’s Financial Entertainment games.

Gamifying College Readiness: Methods

- **Portal:** A portal website hosted student profiles, links, instructions, points, and scoring
- **Points, Badges & Achievements:** Students redeemed points, badges, and achievements for completed quests by entering a code on the portal
- **Social:** Participants were able to share progress by posting achievements to their Facebook page
- **Prizes:** Scholarship money, a \$1,000 shopping spree, tickets and travel expenses to a local sports game, iPad, and gift cards were awarded to participants



Future

- In 2013, SummerQuest hopes to:
 - Increase reach within Birmingham to include more schools and more students
 - Engage students throughout the year with game tournaments and other outreach
 - Expand beyond Birmingham to other cities in the Southeastern US
 - Improve portal technology to increase engagement online with an eye toward scale

Doorways to Dreams Fund (D2D)

Doorways to Dreams Fund (www.d2dfund.org) is a national nonprofit 501(c)3 organization focused on expanding savings and personal finance opportunities for all Americans, in part by creating, testing, and deploying innovations like financial entertainment. For further information contact: Nick Maynard, Director of Innovation (nmaynard@d2dfund.org)