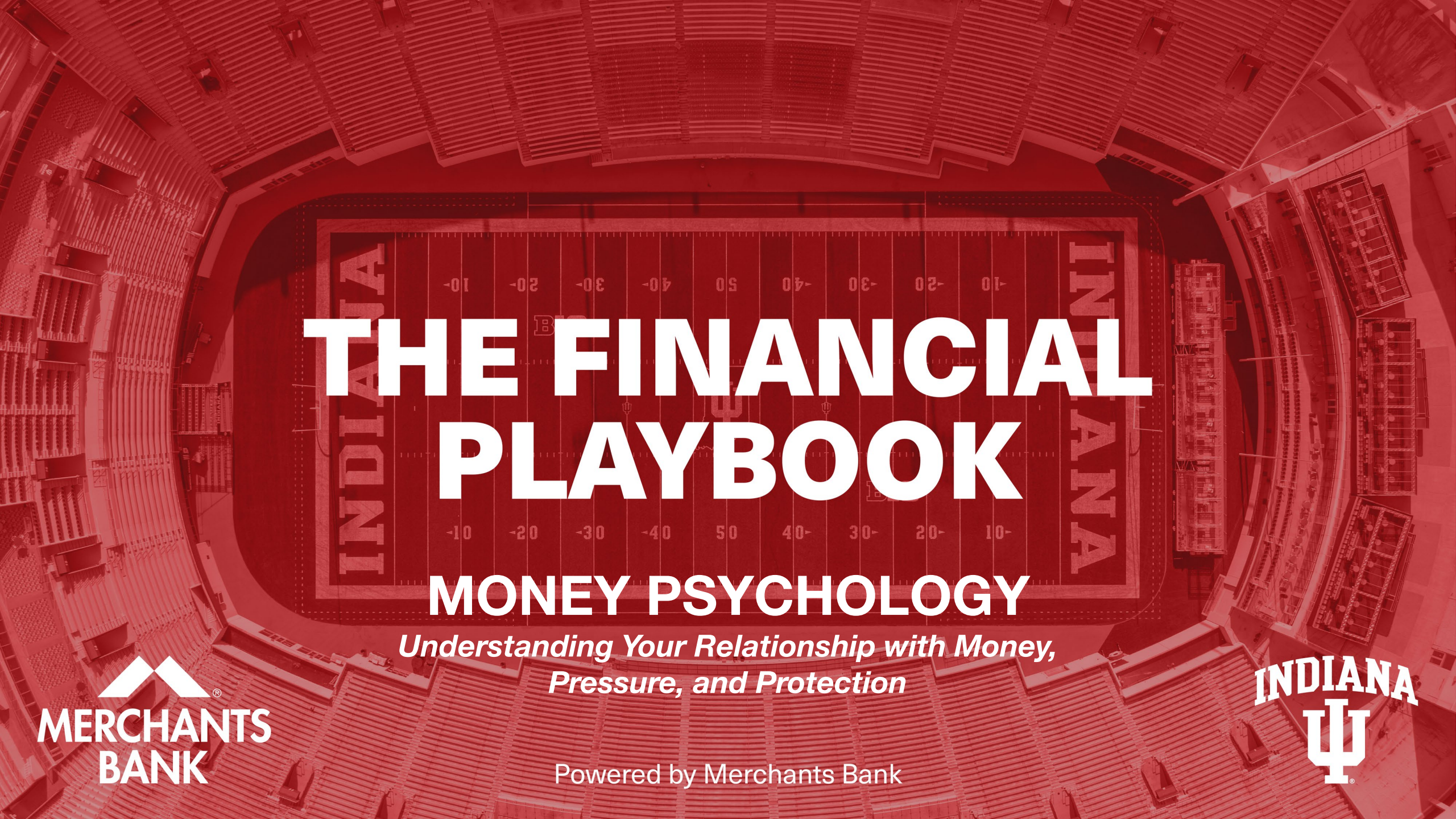

THE FINANCIAL PLAYBOOK
MONEY PSYCHOLOGY
Understanding Your Relationship with Money, Pressure, and Protection
MERCHANTS BANK
Powered by Merchants Bank
INDIANA

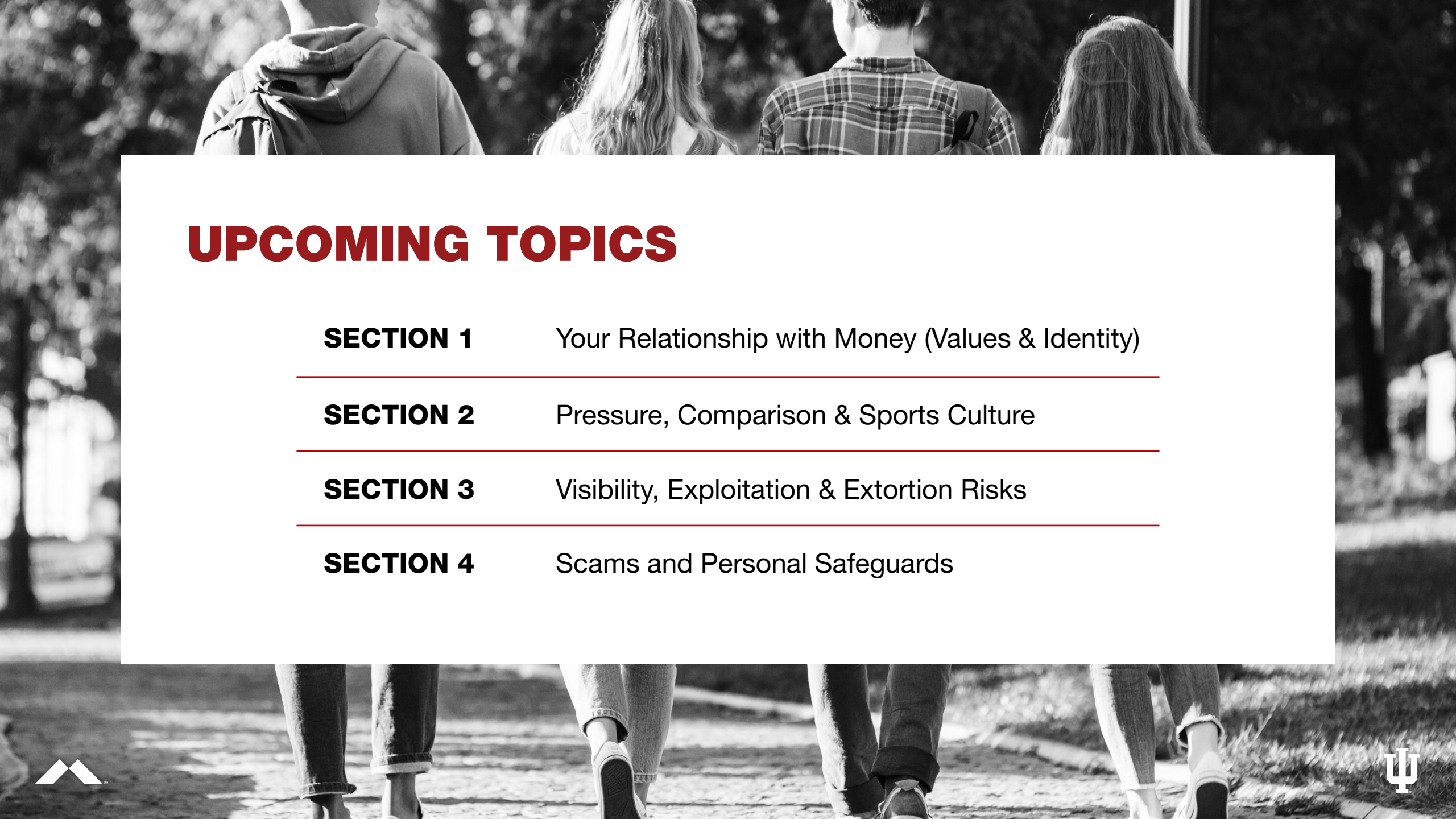
INTRODUCTION

Facilitator Introduction/Welcome

Why We're Starting Here

- Money decisions are emotional—not just financial
- Student-athletes face **unique pressure, visibility, and opportunity**
- This course is about:
  - Awareness
  - Protection
  - Long-term thinking





UPCOMING TOPICS

SECTION 1	Your Relationship with Money (Values & Identity)
SECTION 2	Pressure, Comparison & Sports Culture
SECTION 3	Visibility, Exploitation & Extortion Risks
SECTION 4	Scams and Personal Safeguards

SECTION 1

Your Relationship with Money (Values & Identity)

> *Money decisions are rarely just about math—they're shaped by values, emotions, background, and identity. Understanding **why** you make financial decisions is the foundation for making better ones.*

WHAT ARE VALUES?

Values are the people, beliefs, and priorities that matter most to you and guide how you make decisions.

- Values influence:
  - How you spend money
  - How you save (or don't)
  - What feels "worth it" to you
- When your spending aligns with your values, money feels purposeful.
- When it doesn't, money often becomes a source of stress or regret.

> There is no universal "right" way to use money—only choices that either support or conflict with *your* values and goals.

SCENARIO:

TWO ATHLETES, SAME INCOME, DIFFERENT CHOICES

Jordan and Malik are teammates.

Both recently earned the same amount through student-athlete income opportunities.

JORDAN

Jordan grew up in a household where money was tight. **NOW, Jordan is earning more than anyone else in the family.**

- Feels pressure to help family financially
- Sends money home regularly
- Covers expenses for others when asked
- Struggles to say no
- Has little left for savings

Jordan's spending is driven by responsibility, not lifestyle

MALIK

Malik grew up in a household where financial habits were structured and modeled.

- Learned to budget and save early
- Separates spending from savings
- Sets limits on lifestyle spending
- Plans for long-term goals
- Feels less pressure to support others financially

Malik's decisions are guided by structure, not pressure

Both athletes made choices that feel logical *to them*—based on their values and experiences.

INTERACTIVE EXERCISE :

WHAT DOES MONEY MEAN TO ME?

- What does money represent to me *right now*?
  - Freedom?
  - Security?
  - Status?
  - Support for family?
  - Opportunity?
- Which values most influence how I spend or save?
- How has becoming a student-athlete changed how others see me financially?
- How has it changed how *I* see myself?

REMEMBER:

Values = People, beliefs, and priorities that matter most to you





PRACTICAL STRATEGY

Build a Pause

- Delay non-essential purchases 24–48 hours
- Ask:
  - Does this align with my goals?
  - Am I buying this because I want it—or because I feel pressure?

SECTION 2

Pressure, Comparison & Sports Culture

> *Pressure doesn't come only from ads—it comes from teammates, social media, fans, and expectations tied to performance. Even when you know your values,* ***external pressure can push you to act against them****—especially in competitive, visible environments like college sports.*



PRESSURE & COMPARISON

- Financial pressure often comes from **external signals**, not personal need
- Pressure is possibly amplified by:
  - Lifestyle comparison
  - False perceptions of success & money on social media
  - Public visibility
  - Performance expectations
- These pressures can slowly pull athletes **away from their values** without them realizing it



KEY TAKEAWAY

- **Step One:** Know your values!
- **Step Two:** Recognizing pressure
- **Step Three:** Managing pressure is what protects your money

SECTION 3

Visibility, Exploitation & Extortion Risks

> *Scammers and exploiters go where the money **and attention** are.*

WHAT IS FINANCIAL EXPLOITATION

- Fraudulent or otherwise illegal, unauthorized or improper act or process of an individual that uses the resources of another person for financial benefit, profit or gain.
- Actions that result in depriving a person of rightful access to or use of benefits, resources, belongings or assets.





WHY ARE STUDENT-ATHLETES AT RISK?

- Scammers go where the money is
- Visibility increases exposure
- Attention attracts:
  - Requests
  - Pressure
  - Exploitation

WHO MIGHT PRESSURE YOU FOR MONEY?

- Friends or acquaintances
- Family members
- “Advisors” or investors
- People offering “opportunities”



RED FLAGS TO WATCH FOR

- “Don’t tell anyone”
- “This has to happen now”
- “You owe me”
- Emotional pressure tied to loyalty or fear





KEY TAKEAWAY

Being generous is not the same as being vulnerable.

You should never feel guilty for:

- Saying no
- Asking questions
- Slowing decisions down
- Involving trusted advisors
- Asking for help

SECTION 4

Scams and Personal Safeguards

*“ Scams aren’t always obvious—and student-athletes are attractive targets because of **money, visibility, and access**. Knowing the warning signs helps you slow down and protect yourself before damage is done. Pressure + Urgency + Secrecy = Danger ”*

1 SCAMMERS PRETEND TO BE SOMEONE YOU KNOW OR TRUST

SCAMMERS OFTEN POSE AS:

- A bank or financial institution
- A government agency (IRS, Social Security, law enforcement)
- A brand, sponsor, or NIL-related business
- A charity or organization connected to athletics

WHAT THIS LOOKS LIKE FOR STUDENT-ATHLETES:

- Calls, texts, or emails that look official
- Fake caller ID or email addresses that appear legitimate
- Messages claiming to be from a brand, sponsor, or compliance-related entity

Key Reminder: Technology makes it easy to fake phone numbers, email addresses, and logos.

2 SCAMMERS PRESSURE YOU TO ACT IMMEDIATELY

Scammers rely on urgency so you don't have time to think—or ask questions.

THEY MAY:

- Tell you not to hang up or talk to anyone else
- Claim something bad will happen if you don't act now
- Say your account, eligibility, or reputation is at risk

PRESSURE PHRASES TO WATCH FOR:

- "This needs to be handled right now"
- "If you wait, it will get worse"
- "Don't tell anyone—this is confidential"

Key Reminder: Legitimate organizations give you time to verify and think.

3 SCAMMERS TELL YOU TO PAY IN A SPECIFIC WAY

Scammers often use **fear or excitement** to get your attention.

THEY MAY SAY:

- You owe money
- There's an issue with one of your accounts
- Someone you know needs urgent help
- You've won money, a prize, or a special opportunity

STUDENT-ATHLETE–SPECIFIC EXAMPLES:

- "There's a problem with your NIL payment"
- "Your account needs verification to release funds"
- "You've been selected for an exclusive deal—but there's a fee"

Key Reminder: Your bank, the IRS, and legitimate businesses will never call, text, or DM you asking for account numbers, passwords, or verification codes.

4 SCAMMERS CREATE A PROBLEM—OR A PRIZE

This is one of the biggest red flags.

SCAMMERS OFTEN INSIST YOU PAY USING :

- Gift cards
- Money transfer services
- Cryptocurrency
- Peer-to-peer payment apps
- A check they send you (which later turns out to be fake)

COMMON SETUP:

- They send you a check
- Ask you to deposit it
- Then tell you to send some or all of the money back

Key Reminder: If someone tells you how you must pay, it's almost always a scam.

PERSONAL SAFEGUARDS

NEVER SHARE

- Account logins
- Verification codes
- Personal details via text or DM

USE

- Strong passwords
- Two-factor authentication
- Trusted financial institutions

PAUSE AND VERIFY

- Talk to someone you trust **before** making big decisions

WHAT TO DO IF YOU'RE UNSURE

Before acting:

- Stop
- Don't respond
- Talk to someone you trust
- Contact your financial institution directly using a number you know is real

REMEMBER:

Asking questions protects your money, your reputation, and your future.





CLOSING KEY TAKEAWAYS

You don’t need to know everything about money today. You **do** need to know how to protect yourself, pause under pressure, and think long-term.

Questions?