



LifeSmarts
Learn it. Live it.

Smart Start



March SmartStart

Gen Alpha Consumers

Generation Alpha (born 2010–2025) may still be young, but they are already influencing more than \$250 billion in U.S. household spending each year. According to a recent Teneo study, they play an active role in family decisions about food, clothing, and entertainment — making them true co-decision-makers rather than passive consumers.

What sets Gen Alpha apart is their instinct for authenticity. As the first fully digital generation, they easily recognize sponsored content and question overly polished influencers. Instead, they place greater trust in parents, peers, and real-world experiences. They value transparency over trendiness and sincerity over hype, signaling a shift away from viral influence toward human-centered trust. Gen Alpha isn't simply the consumer of tomorrow. They are already active partners in family decision-making, reshaping how loyalty, trust, and influence will function in the years ahead.

LifeSmarts plays a vital role in preparing Generation Alpha for the responsibilities that already come with their growing influence. As thoughtful, authenticity-driven consumers, they need more than buying power. They need the skills to evaluate and compare information, question marketing, and make informed decisions. LifeSmarts strengthens their ability to think critically, act responsibly, and build trust in a complex marketplace, empowering them not just as consumers of today but as confident leaders of tomorrow.



Help students build financial confidence

Intuit Hour of Finance

Join the financial literacy movement!

Empower today's generation with the tools to navigate their financial future. Together, we're building financial confidence for students nationwide.

Real outcomes. Real impact.

- 65% of students reported they felt more confident managing their personal finances after the Intuit Hour of Finance Challenge.

Easy to implement for educators of all subject areas, this challenge truly is for everyone! Join the challenge anytime between now and 4/15!

By using our LifeSmarts-specific link to register, classrooms, clubs, and LifeSmarts Teams that complete the Hour of Finance Challenge will be entered into a raffle to win \$100 from LifeSmarts. Schools with multiple educators participating will be eligible for awards like banners, badges, and more.

Completed LifeSmarts teams will be entered in a drawing for fifty \$100 cash prizes from LifeSmarts.

[Register today!](#)

“Implementing the Hour of Finance game in the classroom was really simple. You click a link and drop in the code. It’s that easy.”

- Michael Muldoon, Teacher at Newtown High School

LifeSmarts Educational Materials

Free and easy to use LifeSmarts Resources

[LifeSmarts StudySmart guides](#) help you jump into focused content.

[LifeSmarts U](#) – Complete lesson plans

[LifeSmarts Question-of-the-Day Calendars](#)

[Content Vocabulary of the Week](#)

[LifeSmarts Interactive Games](#)

Also search the hundreds of resources shared by fellow LifeSmarts coaches on Quizlet, Kahoot, Flippity, Wayground, Cram, Flashcard Machine, etc.

Remember our website is open 24/7 for great resources, lesson plans, our daily quiz and more!



COMPETE

Win recognition, prizes, and
the opportunity to advance

Varsity Champions

Congratulations to all 50 of our LifeSmarts Varsity, Wild Card, and Sweepstakes Champion teams who will be competing in the 2026 National LifeSmarts Championship in Orlando, April 15 – 18, 2026. We will be sharing more about these outstanding LifeSmarts teams in future publications and on social media. Be sure to follow us to cheer for your favorite!

Junior Varsity Champions

Junior Varsity Champions will be competing in our 3rd annual Virtual National Junior Varsity National Championship in May! Check your [state's deadlines](#), as the online Junior Varsity competition is ongoing in many states! Contact [LifeSmarts](#) if you have any questions.

ANSI Student Paper Competition

The American National Standards Institute (ANSI) has officially launched the 15th annual Student Paper Competition, open to both high school and college students across the U.S. The theme for 2025/2026 is: "Imagine a World Without Standards or Rules—What Would Happen?"

Students are invited to explore one area where "invisible" standards impact the world/greater society. This can include: Technology and Connectivity (USB-C, WiFi protocols, app compatibility); Digital Life (Social media, QR codes, e-commerce, streaming); Safety and Health (Food safety, medical devices, building codes); Transportation (Electric vehicle charging, traffic systems, aviation); Communication (Internet protocols, phone networks, emergency systems); Physical Infrastructure (e.g., buildings, bridges, water and stormwater systems, waste management); Or propose your own topic (subject to approval; see the competition flyer for details). The deadline to enter is June 5, 2026, with winners

announced in August 2026.

Prizes: Each submission that meets the competition criteria will receive a \$20 gift card as a small token of ANSI's appreciation, along with a certificate of submission for the student and the school. The winning paper submitted by a high school student will receive a \$1,000 prize; the winning paper submitted by a student from an institute of higher learning will receive a \$1,500 prize. ANSI reserves the right to award no prizes based on the determination of the judges. The winning papers will be announced in August 2026.

Where to Start? ANSI provides research tools and topic suggestions [here](#).

How to Submit: Email your entry to [Lisa Rajchel](#). Be sure to check the official flyer for all formatting and submission rules.

Congratulations to our Video Contest Winners

We hope you have enjoyed seeing these posted on social media. We will be posting more winners in the coming weeks. Congratulations to:

1st place Idaho - 4-H Spudlings Varsity

2nd place, Colorado - Adams County 4-H

3rd place, Pennsylvania - North East High School

HM, Kansas - JCHS FCCLA

HM, Missouri - Marshfield Jr. Jay's, Marshfield Jr. High

HM, Georgia - Gwinnett 4-H Varsity - Bao Nguyen



Congratulations to the BPA Personal Finance Challenge Winners!

Kudos to the 54 BPA Teams who completed the LifeSmarts BPA Personal Finance Challenge during the month of February!

Congratulations to our top two winners:

1st - Texas – LT BPA Team 4, Frisco High School - \$100.00 Award

2nd – Montana – St. Regis Teeters/ Cleveland, St. Regis High School - \$50.00 Award

Want to find out more about how BPA teams can participate in LifeSmarts? Visit the

[LifeSmarts BPA page.](#)

LifeSmarts FBLA Spring Challenge results

Thanks to all the terrific FBLA teams who competed in the LifeSmarts FBLA Spring Challenge! We are pleased to share the twelve qualifying teams:

Carson High School - NV

Creekside High School - FL

J H Rose High School - NC

Commack High School - NY

West Windsor-Plainsboro High School North - NJ

Centennial High School - CA

Marquette High School - MO

Cherry Creek High School - CO

Downingtown STEM Academy - PA

Normal Community High School - Ill

Robinson Secondary School - VA

Lincoln Southeast HS - NE

Congratulations to these teams and their advisers / coaches! The top teams from the Fall and Spring Challenges are invited to compete in the LifeSmarts FBLA Challenge finals at NLC in San Antonio this summer. Coaches, you will receive an email asking you to confirm your participation. Reach out to [us](#) with questions. We look forward to meeting all 24 teams in the LifeSmarts FBLA Challenge finals and wish each team and their FBLA advisers/coaches good luck!



COMMUNICATE

Use service-learning projects to share consumer knowledge in schools, clubs, and communities

The deadline is March 15 for the LifeSmarts community service senior scholarship

Coaches, please nominate a stand-out graduating LifeSmarts senior for the [Sarah Weinberg LifeSmarts Memorial Scholarship](#). This scholarship is awarded annually to a LifeSmarts participant who demonstrates a commitment to volunteer service work, as Sarah did. Scholarship applications are due March 15. The winner does not have to be competing in the National LifeSmarts Championship. One \$500 scholarship will be awarded. Nominate a student [here](#).

LifeSmarts LifeSparks Awards – Open to all teams

The 2026 [LifeSmarts LifeSparks Awards](#) program is underway, and all LifeSmarts teams are invited to participate. Teams that earn thirty-five credits during the 2025-2026 program year will be recognized for their excellence in knowledge, participation, and community engagement. The highest-achieving teams will receive special cash awards and recognition. Credits may be earned through quizzes, lessons, community service, competitions, and additional LifeSmarts activities. Points must be earned by March 31, 2026. Completed applications are due April 5, 2026!

Dates to remember this month:

Teams attending the LifeSmarts National Championship should adhere to deadlines listed on the LifeSmarts National Championship Team Information Center.

Now – April 15 – [Intuit Hour of Personal Finance](#)

March 5: National LifeSmarts Championship [Team registrations due](#)

March 15: [Sarah Weinberg Scholarship nominations due](#)

April 1: LifeSmarts Year-End Coach Survey

April 5: [LifeSparks Team Applications Due](#)

Have a great month everyone!

Until next month,

The LifeSmarts Team

[Contact us with any questions!](#)



PERSONAL FINANCE



CONSUMER RIGHTS & RESPONSIBILITIES



HEALTH & SAFETY



TECHNOLOGY & WORKFORCE PREPARATION



THE ENVIRONMENT

Help LifeSmarts reach even more students this year! [Donate today.](#)

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