

20 Reasons why your organization should participate in **AMERICA SAVES WEEK**

1. Contribute to a national conversation about the importance of saving
2. Increase your organization's visibility for participating in a national awareness campaign
3. Use your organizational influence in your community to save and build wealth
4. Communicate messages of saving to your external audience(s) –clients, customers, members, etc.
5. Communicate messages of saving to your internal audience(s) –employees, team members, stakeholders, etc.
6. National recognition as a leader in helping your audience(s) save more effectively
7. Potential for national and local media exposure
8. Increase financial wellbeing among employees so they are less stressed and more productive
9. Increase employee contributions to 401(k)/retirement plans
10. Increase awareness and contributions to IRAs for individuals without access to an employer retirement plan
11. Motivate more Americans to save automatically
12. Motivate more Americans to save for emergencies
13. Motivate more Americans to save as a family
14. Motivate more Americans to plan for their financial future
15. Motivate more Americans save to get out of debt
16. Increase the number of Americans who have safe and secure savings accounts
17. Increase the number of Americans who have a relationship with an accredited financial institution
18. Be a savings champion and share local resources like financial coaching and counseling to your audiences so they save more effectively
19. America Saves provides free plug-n-play resources for you
20. **It's FUN!**

