

AMERICA SAVES WEEK

Estimating Reach

for the America Saves Week Reporting Survey

Why do you ask for reach?

Estimating the number of people we have reached out to during America Saves Week is an important aspect of our reporting survey. This is how we can estimate how many people we have all reached collectively through America Saves Week efforts.

What reach numbers should we provide?

In the survey, we ask you to provide a number for **any** of the following outreach efforts you have used: Posters/Flyers, Signs/Billboards, Website, Postal Mailings, E-mails, Facebook, Twitter, Print Publications, Ads/PSAs/media appearances, Tax site outreach, and events.

How do I estimate reach?

Below are the different outreach efforts we ask for in the report and how you can estimate reach for each.

- **Posters/Flyers** – Approximate number of people who have seen the sign
- **Signs/Billboards** – Ask the vendor or person who helped you secure this type of outreach to provide you with an estimate of its reach
- **Website** – Use your website analytics to find out the number people who visited the page with information about America Saves Week
- **Postal Mailings/ E-mails** – The number of people you sent either the postal mailing or email to
- **Facebook** – You can either use Facebook’s insights to see how many people saw a specific message about America Saves Week or give us the total number of fans your page has
- **Twitter** – Use the number of followers you currently have
- **Print Publications** – Use your best estimation of how many people saw and/or received your print publication
- **Ads/PSAs/media appearances** – Contact the publisher or media contact and ask for the reach numbers where you or the America Saves Week campaign was featured
- **Tax site outreach** – Estimate the number of returns prepared at the site during the promotion period.
- **Events** – Number of people who attended an event where you promoted America Saves Week.

What if I don't know my reach?

It's ok if you don't know exactly how many people you reached (or if you reached less than you thought). Please try and provide your best guess and caution on the small side.