

AMERICA SAVES WEEK

High School Resource Kit for America Saves Week

February 27 – March 4 2017

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America Saves Talking Points

- America Saves, a campaign managed by the nonprofit Consumer Federation of America, seeks to motivate, encourage, and support low- to moderate-income households to save money, reduce debt, and build wealth. The research-based campaign uses the principles of behavioral economics and social marketing to change behavior. Non-profit, government, and corporate groups participate in America Saves nationally and through local, regional, and statewide campaigns around the country. America Saves encourages individuals and families to take the America Saves pledge and organizations to promote savings year-round and during America Saves Week.
- America Saves teaches students that even small, regular savings can create a measure of wealth. Every American, regardless of income, has the ability to create wealth that will improve their quality of life, develop peace of mind, and provide new opportunities.
- Our school/program/organization has committed itself to this important program by training student leaders to provide motivational workshops. These workshops encourage students and adults to enroll as a Saver by committing to a specific goal and determining a regular savings schedule.

Actions for America Saves Week

Motivate! : Students attend motivational presentations, financial education sessions, and other activities that encourage them to pledge to save and take financial action.

Act! : Focus on financial action - have students open or add to a savings or wealth building account at partner financial institutions.

Commit! : Students pledge to save online through the America Saves website (www.AmericaSaves.org) and make a commitment to themselves to save for an identified goal. Savers also determine a monthly savings amount, how they will make that deposit, and how long it will take to reach their goal.



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America Saves Talking Points

– Frequently Asked Questions –

Who is an American Saver?

Young people and adults who take action to work towards a savings goal - whether it is a phone, computer, car, or college. Savers can choose whatever goal they want. Young Savers set a savings goal of as little as \$5 a month in an account they choose and manage.

What membership benefits are available?

- Monthly e-mails on savings strategies.
- Text message savings tips and reminders.
- E wealth coach newsletter
- Short videos on saving and spending

So what does this all cost me?

FREE! There is no cost to become a Young America Saver. Your only requirement is to set a specific savings goal and create an action plan for success.

Who controls my savings account?

You do. You open the account at your own bank or credit union. America Saves only coaches and encourages but does not have access to your account in any way.

How do I become a Saver?

You can join online by visiting AmericaSaves.org.

Who sponsors America Saves?

America Saves is a national savings initiative, launched by the Consumer Federation of America. It is supported by a broad coalition of nonprofits, government agencies, financial institutions, and business groups.



America Saves Motivational Workshop

Providing a motivational workshop is a great way for students to set attainable and realistic savings goals.

At the end of the 10-20 minutes students are asked to Join America Saves online at AmericaSaves.org by:

- Identifying what they are saving for - Students will select a savings goal of their choice (examples: car, bicycle, mp3 players, cell phone, college).
- Identifying how much they could save each week or month.
- Identifying they will save - Students can deposit their savings in a bank or credit union and/or at-home in a piggy bank.
- Identifying how long they will need to save to achieve their goal.

Students who give their contact information (name, address, phone, email) will continue to receive motivational and informational emails and text messages from America Saves that help motivate and encourage savings.

SAMPLE MATERIAL FOR MOTIVATIONAL SESSIONS

Who wants to be a millionaire?!

Anyone can be a millionaire by saving small amounts over time; that's how most millionaires do it. Do you know why?

"Everyone has the ability to save and build wealth by starting small and thinking big."

Three Golden Rules for success:

- (1) Spend less than you make and save the difference.
- (2) Develop a plan for what and how you will save.
- (3) Make savings automatic through payroll deductions or automatic pulls from checking to savings.

- Provide a definition of wealth - Basically what you own minus what you owe.
- Who are the millionaires in this country? Blue collar workers and small business owners make up the majority of millionaires in the U.S.
- Anyone can save - Give examples that have been in the news or celebrities they know.
- Explain the "magic" of compounding interest.



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America Saves Sample Letter to Parent(s) or Guardians

Dear _____,

As part of the Financial Literacy Program provided at _____ we are encouraging your student to get in the habit of regularly saving money. No amount is too small; it is the act of saving money regularly that counts.

We have asked your student to become an American Saver, by taking the America Saves Pledge online at AmericaSaves.org as part of America Saves Week, February 27 – March 4, 2017. Each student selects a savings goal of their choosing, the amount they would like to save each week or month, and where they will deposit their money (at home, bank or credit union). This is your student's plan and their financial strategy for success.

America Saves is an effective and easy way for students to change their attitude about money. In one school district in Georgia, over 4,000 students became Savers, saving on average \$16 a month, and totaling more than \$640,000 over ten months.

We think this savings habit will make a difference in how your student will deal with money throughout his or her life. Please support your student in becoming a successful Young Saver. Provide your student with a place to save by opening an account at your bank or credit union; help them to save their pocket change each week and remind them of the importance of small steps towards a larger goal.

All information provided by your student will be kept confidential and you will never receive any solicitations. Your student, however, will receive savings tips and a newsletter to help them in the journey towards savings. If you want more information about America Saves (please visit AmericaSaves.org).

Thank you for your support, and if you would like to join your student in their journey, visit AmericaSaves.org and Pledge to save today.

Sincerely,



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Sample Press Release

FOR IMMEDIATE RELEASE

Date

Contact person(s)

Phone Number

(Your School Name) Launches Savings Initiatives

A national initiative designed to motivate youth to save and manage money is being piloted in our community through _____ school. As part of America Saves Week 2017 (February 27 – March 4), _____ school will enroll _____ (students, teachers, school staff) and spread the message of savings.

As part of America Saves Week 2017, _____ school will _____ (list planned activities). This financial action program will be a compliment to the financial education currently being provided, allowing for education to be put into action.

America Saves is led by the Consumer Federation of America. Currently through national, state, regional and local campaigns, more than 450,000 adult and young savers have committed to saving money and/or reducing debt.

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Sample Letter for Appointment

NAME

TITLE

ADDRESS

DATE

Dear _____,

I/We am requesting a short meeting with you to discuss a national program being piloted here by our school/organization. This national savings initiative will teach young people how to save and take financial action, as part of America Saves Week 2017, February 27 – March 4. America Saves Week is a joint collaboration between the Consumer Federation of America's America Saves campaign and the American Savings Education Council (ASEC).

Currently through America Saves and its national, state, regional and local campaigns, more than 450,000 adult and youth savers have committed to saving money and/or reducing debt. America Saves teaches students that over time, even a small regular savings can create a measure of wealth. The campaign promotes a radical concept that every American, regardless of income, has the ability to create a measure of wealth to increase their quality of life and develop peace of mind.

Our school/organization has committed itself to this important program by training student leaders to lead motivational workshops. These workshops will encourage students (and adults) to commit to a savings goal, a monthly amount, and a location where they will save. Student leaders will also encourage automatic savings, a proven vehicle for success.

We would like to meet with you to discuss your possible participation and partnership with this effort. With your support, this program can make a tremendous impact on the youth in our community.

Sincerely,

NAME

TITLE

SCHOOL/ORGANIZATION



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What a Youth organization Does for America saves Week

1. **Develop a goal:** Determine how many savers you want to enroll.
2. **Develop a plan to reach your goal:** Based on your goal, how will you achieve success? How many students will you need to reach? Where will you deliver the savings message?
3. **Marketing strategy:** How will you reach your audience? Examples: Posters, fliers, brochures, radio ads, announcements, contests.
4. **Partnerships:** Identify one or more banks/credit unions for partnerships. Work with partners on offering no-fee savings accounts and incentives for new Savers.
5. **Evaluation:** Generate reports for aggregate numbers regarding savings goals, number of savers, and average deposits.

Phase I - Planning & Development

- After developing your goal, generate letters to banks and/or credit unions asking for a meeting about America Saves Week (see sample letter).
- Prepare for partner meetings. Role play and review talking points.

Phase II - Marketing

- Send letter to parents/guardians notifying them of America Saves Week and what is expected of students.
- Contact others teachers and staff members to encourage more participation.
- Provide flier and information to all school staff.
- Spread the word by distributing fliers, putting up posters, and playing radio ads over school speaker system.

Phase III - America Saves Week Implementation

- Host workshops, presentations, or events to motivate enrollment and encourage savers (provide computers for online enrollment).
- Hand out information on partner financial institutions and incentive offers for new Savers.
- In-school marketing and follow up letters to parents.

Phase IV - Evaluation

- Two weeks after America Saves Week, distribute a local report as to numbers of students who pledged to save, top three savings goals identified by students, and the average monthly amount they pledged to save – report can be provided by America Saves.



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Radio Spots

Record these radio spots and play over the school speaker system, or read them live to generate excitement about America Saves Week!

Title: "Imagine"

Voice over (Vo):

Students of (insert school name here): wouldn't it be nice if, 20 or 30 years from now, you could still be living at home with your parents? Just imagine seeing your dad. In his robe. Making those mysterious sounds of his. Every morning, until you're forty. Sounds terrific, doesn't it? Or you could avoid that future by taking the money you spend on things like cheeseburgers, video games, or another pair of jeans and putting into a savings account. Over time you could save enough money to buy a new car, pay for college, or even better, get a place of your very own. This has been a message from America Saves, where saving money is easy once you realize where it's going. Get started during America Saves Week, starting (date & time) or online at www.AmericaSaves.org!

Title: "Options"

Voice over (Vo):

Student of (insert school name here): You and your friends have probably eaten your fair share of pizza over the years. In fact, you may be thinking about a slice of pepperoni right now. But did you know that if you made a frozen pizza at home instead of having one delivered, and put that money into a savings account, overtime you could save enough to fund a trip overseas? Maybe even to Italy for a taste of authentic pizza pie. This has been a message from America Saves, where saving money is easy once you realize where it's going. Get started during America Saves Week, starting (date & time) or online at www.AmericaSaves.org!

