

AMERICA SAVES WEEK

February 26–March 3, 2018

America Saves Week, along with Military Saves Week, is a time-honored event; a national opportunity for organizations to work together within their communities to transform the lives of millions of Americans. It is the framework in which participating organizations annually take on the savings challenges that their constituents face with support from local and national partners.

Highlights

42,700+

Americans made a simple savings plan by pledging to save

24,000+

service members and their families

7,350+

repledged and recommitted to their existing or new savings goal

TOP 3 SAVINGS GOALS



1
Emergency fund



2
Retirement or long-term investment



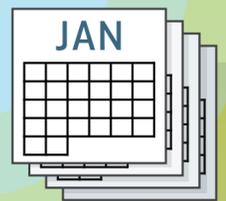
3
Large purchase

SAVINGS AVERAGES



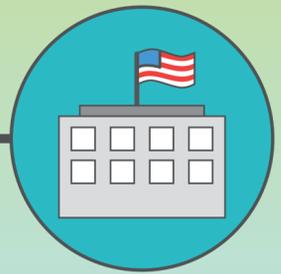
Average amount saved per month
\$246

Average number of months to save
10.9



Participation

Over 2,000 financial institutions, nonprofit organizations, military installations, and other community activists and influencers signed up to participate in America Saves Week and Military Saves Week.



#ImSavingForSweepstakes

8,000 savers across the nation entered the #ImSavingForSweepstakes for the chance to win a \$500 boost toward their savings goal.

For a \$250 boost to the prize, entrants spread the word to their friends and families through social media about the importance of saving.



Coverage

America Saves Week was covered over 1,300 times in the media, reaching millions of Americans.



Join us February 25–March 2 for America Saves Week 2019