

AMERICA SAVES WEEK

February 24 – March 2nd, 2019

ABOUT AMERICA SAVES WEEK:

- An annual event to encourage more Americans to save effectively.

WHO PARTICIPATES:

- More than 2,000 organizations participate, representing a diverse and impressive group of companies, nonprofits, educational institutions, military services, government agencies, and financial institutions.

WHAT WE'VE ACHIEVED:

- In 2018, banks and credit unions reported \$71,339,682 deposited into new accounts and \$614,309,960 deposited into existing accounts during *America Saves Week*.
- Over 651,000 people have taken the *America Saves* Pledge since its inception. In 2018, nearly 89,000 people committed to save over \$100 million, with the top savings goals identified as emergency funds, education, and clothing/shoes.

HOW IT WORKS:

- Organizations can use resources and materials provided by *America Saves* and its partners to help individuals save automatically, more effectively, sustainably, and to develop a habit of saving.
- Materials and resources are easy to access at NO COST in multiple formats with a focus on goal-setting, planning, safe and appropriate accounts, ambitions and financial well-being.
- Materials include a digital toolkit featuring social media posts, blogs, and other marketing materials; a savings pledge to help people create a simple goal-based savings plan with ongoing texts as nudges and reminders to keep saving, emails featuring saving strategies and practical resources, and social media engagement opportunities; and a resource library populated with financial educational resources.

WHY PARTICIPATE?

- Participating in *America Saves Week* can afford opportunities for employees, customers, members, participants, students, congregants, and service members to build a more secure financial future.