

America Saves Designation of Savings Excellence for Banks 2019 Application

America Saves Week and Military Saves Week is an opportunity for individuals to take financial action and save money for emergencies, retirement, and everything in between.

America Saves understands the important role that banks play in helping families save money and build wealth. That's why we are recognizing exceptional banks that succeed in promoting savings or other wealth building accounts and have high levels of accounts opened or added to during America/Military Saves Week with our Designation of Savings Excellence. Last year, America Saves recognized 15 banks with the Designation of Savings Excellence.

A selection committee of industry and nonprofit leaders will meet this spring to review applications and select the winners. The committee is especially interested in recognizing banks that help their customers save automatically and use innovative strategies to promote these accounts.

Please note that only banks, not individual branches, are eligible.

Awards will be made based on the information provided through this application only.

* 1. Bank name:

* 2. Who can we contact for more information?

Contact name:

Contact email:

Contact phone:

* 3. What is the time period for your America/Military Saves Week promotion?

America/Military Saves Week (February 25 - March 2, 2019)

Month of February (2/1 - 2/28)

Other (please specify)

* 4. How many branches participated in America/Military Saves Week?

* 5. What is the service area of the branches that participated in America/Military Saves Week (city, state or states)?

* 6. What is the total number of branches in the bank's footprint?

* 7. What is the service area of the bank (city, state or states)?

* 8. What is the asset size of your bank?

Please provide as much of the following information as you can about increased savings account activity related to your participation in America/Military Saves Week. Your activity will be compared to other banks of similar asset size.

* 9. What was the account activity during the promotion time you identified in question 8? Insert round numbers only. Do not use decimals or symbols (\$).

What is the total number of customers that opened new savings accounts during the promotion period?

- What is the aggregate amount deposited into those new savings accounts during the promotion period?

What is the total number of customers who added to existing savings accounts during the promotion period?

- What is the aggregate amount added to the balance of those old savings accounts during the promotion period?

What is the total number of customers who set up automatic saving during the promotion period?

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* 10. How does the savings activity reported here compare to other months? Please share month to month, year to year, or other comparable numbers, if available.

* 11. Describe any account-related incentives to save (or save automatically) such as higher rates, bonuses, prizes, or gifts that are related to America/Military Saves Week.

Describe the three most important activities undertaken by your bank to promote personal saving related to the America/Military Saves Week promotion.

Please include one example of how you promoted automatic savings. Methods commonly used for promotion and outreach include:

- Published press releases and press events
- Broadcast programs/appearances
- Public service announcements
- Paid or donated advertising
- One-on-one financial counseling
- Financial education workshops
- Reached out to business customers to encourage employees to save
- Information provided via website
- Social media (Facebook, Twitter, Pinterest, etc.)
- Internal/external publications
- Community events
- Posters/flyers
- Signs/billboards
- Postal mailings or e-mails

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12. Example #1

13. Example #2

14. Example #3

* 15. Please describe how you used innovation to encourage more individuals to save during America and/or Military Saves Week.

* 16. Please provide information about any efforts, especially those related to Roth IRAs, to promote retirement saving among low- and middle-income customers.

* 17. In addition to America/Military Saves Week, were you engaged in America/Military Saves promotions throughout the year?

Upload up to three promotional materials you would like to share with the selection committee. Please contact save@americasaves.org if you are having trouble uploading materials.

18. Promotional material #1:

Choose File

No file chosen

19. Promotional material #2:

Choose File

No file chosen

20. Promotional material #3:

Choose File

No file chosen

Thank you for completing the application for the America Saves Designation of Savings Excellence for Banks. The selection committee will meet in spring to select winners. You will be contacted about your application at that time. If you have any questions in the meantime, please contact George Barany at gbarany@consumerfed.org.

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