

America Saves Designation of Savings Excellence for Credit Unions 2019 Application

Credit unions of all sizes, regardless of asset size or number of branches, play a significant role in encouraging and supporting individuals to save money during America Saves Week and Military Saves Week (February 25 - March 2, 2019). By encouraging members to save automatically, offering low opening balances and no fee savings accounts, and incentivizing and marketing products, credit unions help people build wealth.

America Saves understands the important role that credit unions play in helping families save money and build wealth. That's why we are recognizing credit unions that go above and beyond to encourage people to save with our Designation of Savings Excellence. Last year, America Saves recognized 17 credit unions with the Designation of Savings Excellence.

A selection committee of credit union and America Saves leaders will meet this spring to review applications and select those to receive recognition. Please keep in mind the committee is interested in recognizing credit unions of all sizes that help their members save, and especially to save automatically.

This is an organizational designation and should be considered as representing the entire footprint of the credit union, not individual branch efforts.

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

* 1. Credit union name:

* 2. Who can we contact for more information?

Contact name:

Contact email:

Contact phone:

* 3. What is the asset size of your credit union?

* 4. How many members do you have?

* 5. Over what time period were your America/Military Saves Week promotions?

- America/Military Saves Week (February 25 - March 2, 2019)
- Month of February
- Other (please specify)

* 6. What is your field of membership?

* 7. What is the total number of branches and service facilities?

* 8. How many branches and service facilities participated in America Saves Week/Military Saves Week?

Enter amounts for the activity of accounts during the promotion time. Your activity will be compared to other credit unions 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 members 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 members 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 members 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 credit union to promote personal saving during America/Military Saves Week that are 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 related to the promotion of retirement saving among low- and middle-income members.

* 17. If you engaged in America/Military Saves promotions throughout the year, please briefly describe.

18. Is there anything you want to add regarding your participation in America Saves Week/Military Saves Week?

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.

19. Promotional material #1:

No file chosen

20. Promotional material #2:

No file chosen

21. Promotional material #3:

No file chosen

Thank you for completing the application for the America Saves Designation of Savings Excellence for Credit Unions. The selection committee will meet this 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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