



February 21 – 28, 2010

America Saves Activity List

How your organization can participate.

Employers

- Distribute Saves flyers and brochures
- Display Saves posters
- Send one or more stock emails regarding Saves Week
- Place Saves Week article(s) in internal newsletter
- Enclose a Saves flier as a payroll stuffer
- Place a notice of and information about Saves Week on internal computer system
- Place a link to Saves on company website or internal network
- Increase 401k participation and contributions through one or more motivational workshops
- Provide access to no fee savings accounts through Saves enrollment – presentation(s), motivational workshop(s), and or topic seminar(s) i.e. Earned Income Tax Credit, Homeownership; Auto Purchase ...
- Host an event featuring Saves and 401k provider, Bank for products and services

Financial institutions

- Target a number of new savings accounts to be opened
- Target a number of new savings accounts to be opened specifically for LMI
- Target a number of low cost CD's to be opened
- Target a number of Savings Bonds Series I to be sold
- Distribute Saves Week fliers at branches
- Make available Saves Week fliers at teller windows
- Make available Saves brochures and enrollment forms at Teller windows
- Host motivational workshops with partner organizations such as schools, non profits or at a library
- Enclose Saves Week brochure, flier in statement envelopes
- Feature Saves Week on website
- Put a link on website to Saves
- Utilize Saves Week as part of Bank at Work presentations
- Target a number of Bank at Work presentations as part of Saves Week
- Send a number of bank staff into schools to provide financial education and Saves enrollment as part of the week
- Feature Saves Week in advertising campaign
- Hold a press event promoting Saves Week and the commitment of targeted numbers

Non Profit Organizations

- Distribute Saves Week fliers, brochure and/or posters
- Place Saves Week article in newsletter and/or community newspaper
- Host motivational workshops for clients, constituents, members
- Declare a goal of new savings accounts opened, dollars to be saved, homes to be purchased, new business to be opened, students to attend college
- Host Earned Income Tax Credit workshops
- Establish VITA sites
- Organize local Money Fairs at the public library

Religious Institutions

- Distribute Saves Week fliers, brochures and display posters
- Place Saves Week article in newsletter/bulletin(s)
- Place Saves Week flier in the weekly bulletin for one month prior
- Host motivational workshop(s), presentation(s), topic seminar(s)
- Preach a sermon relative to Saves Week
- Declare a goal that every congregant enroll as a Saver, and/or open a savings account, and/or have at the end of one year \$500 - \$1,000 in a savings account, and/or open an IRA, and/or ..
- Organize with other congregations a Money Fair

Political Leaders

- Proclamations
- Public endorsements
- Mailings encouraging others to be involved
- Hosting an event/rally for Savings
- Encouraging government employees to participate and enroll
- Issuing press releases and conducting interviews

Educational Institutions

- Distribute Saves fliers and brochures to students and employees
- Display Saves posters
- Send one or more stock emails regarding Saves Week to students and employees
- Place Saves Week article(s) in employees newsletter and school newspaper
- Enclose a Saves flier as a payroll stuffer
- Place a notice of and information about Saves Week on internal computer system
- Place a link to Saves on school website and internal network
- Increase deferred compensation participation and contributions through one or more motivational workshops
- Provide access to no fee savings accounts through Saves enrollment – presentation(s), motivational workshop(s), and or topic seminar(s) i.e. Earned Income Tax Credit, Homeownership; Auto Purchase ...
- Host an event featuring Saves and Deferred Compensation provider, Bank for products and services

Libraries

- Distribute Saves fliers and brochures to patrons and employees
- Display Saves posters
- Set up display/area for reading/research and web access to Saving, Debt reduction and Wealth building
- Host Motivational Workshops and Topic Seminars for Patrons and employees
- Encourage enrollment as a Saver at check out and information desks
- Hold contests/activities targeted to youth on Saving and Wealth Building
- Send one or more stock emails regarding Saves Week to employees
- Place Saves Week article(s) in employees newsletter and patron news
- Enclose a Saves flier as a payroll stuffer
- Place a notice of and information about Saves Week on internal computer system
- Place a link to America Saves on website and internal network
- Increase deferred compensation participation and contributions through one or more motivational workshops
- Provide access to no fee savings accounts through Saves enrollment – presentation(s), motivational workshop(s), and or topic seminar(s) i.e. Earned Income Tax Credit, Homeownership; Auto Purchase ...
- Host an event featuring Saves and Deferred Compensation provider, Bank for products and services