



**February 21 – 28, 2010**

## **How To Organize America Saves Week**

### **Send Notification Letter**

- Send notification letter to decision makers at both potential and current partner organizations asking for participation, support, or endorsement.

### **Distribute Resources**

- Community wide distribution—posters, flyers, newsletter inserts, press release/story pitch. For those campaigns that have identified a media partner for America Saves Week, utilize that partnership.
- Organizational distribution—site visits with decision makers, distribution of activities material and secure participation.

### **Develop FI Promotion**

- With bank and credit union partners encourage promotion through: statement stuffer, teller info, posters, IRS split refund two pager, press releases, incorporate Week into their brand ads.

### **Promote Split Refund**

- Take advantage of existing partnerships to promote refund split using “Saving During Tax Time” material including paycheck stuffers, posters and flyers.

### **Press Event Announcing America Saves Week**

- Hold a press event to announce America Saves Week any day during February 21-28, 2010. Recognize participation and announce expected results.