

SAMPLE LETTER TO INVITE PARTICIPATION FROM ORGANIZATIONS AND LEADERS.



February 21 – 28, 2010

Dear

Currently, the national savings rate is 0%, something that has not occurred since the Great Depression. A recent study, commissioned by Consumer Credit Counseling Service, revealed that overall consumer debt has increased by 38% for households at all income levels over the last year. The households in our community are taking on more debt and saving less than ever before.

To combat these startling statistics, (GROUP), is organizing our first annual event – *(Community name) Saves Week*, February 21 -28, 2010. This effort is a local offshoot of the America Saves campaign, and is being organized by (information on group and past and current accomplishments)

Federal Reserve Chairman Ben Bernanke has encouraged America Saves to expand efforts and combat the low savings rate. That is why (Group name) will focus on promoting savings and motivating individuals, particularly those in low-moderate income households, to take FINANCIAL ACTION as part of America (or local name) Saves Week.

The goal of *America* (local) *Saves Week* is to generate targeted activities from a variety of organizations across the region resulting in behavior change among individuals and families. We ask that you participate in this campaign in one or more of the following ways:

1. Demonstrate support through a written endorsement
2. Promote America (local) Saves Week and encourage participation from other organizations and institutions
3. Participate by engaging your organization in one or more of the activities outlined in the attached “Suggested Activities List”

Together we can show our support and commitment to wealth building for our employees, constituents, customers and members. And one of the great things about

the Week model is that activities can occur before, during, or after the Week, and still have the results (or projected results) announced at a media event.

We look forward to your support and participation.

Sincerely,

Leader
Organization