



February 21 – 28, 2010

America Saves Week Talking Points

Use these to inform and promote participation.

America Saves Talking Points:

- America Saves is a national social marketing campaign that encourages low and moderate income individuals to save money, reduce debt and build wealth.
- Launched in 2001 in one city (Cleveland, Ohio), America Saves has since grown to over 50 local, state and national campaigns. Examples include Philadelphia Saves, Utah Saves, San Diego Saves, NY State Saves, Texas Saves, Kansas City Saves, Milwaukee Saves, Miami Saves, Tennessee Saves, Silicon Valley – South Bay Saves, Military Saves, Young America Saves, Black America Saves, Hispanic America Saves, and America Saves through Homeownership. More campaigns and contact information can be found on our website (<http://americasaves.org/local/>).
- Currently more than 175,000 Savers are enrolled. Top savings priorities include:
 - Emergency Fund – people saving on average \$68 a month.
 - Savings & Investment – people saving on average \$74 a month.
 - Homeownership – people saving on average \$93 a month.
- Federal Reserve Chairman Ben Bernanke congratulated America Saves upon reaching 50,000 Savers.

America Saves Week Talking Points:

- America Saves partners with over 500 financial institutions to provide no or low fee, low opening balance savings accounts that allow small savers to achieve success.
 - More than 1,000 non-profit organizations, companies, government agencies, educational institutions, religious institutions, and unions participate in America Saves Week.
 - America Saves Week (February 21 – 28, 2010) is an expanded effort aimed at reaching institutions and individuals to increase awareness on the need to save money, reduce debt and build wealth with a primary focus on Financial Action – commitments to save, invest and build wealth.
 - National partners include: Department of Defense, IRS, Federal Reserve Bank, Cooperative State Research, Education, and Extension Service (CSREES), USDA, and participating land-grant university Extension Services, National Foundation for Credit Counseling, United Way of America, National Black Caucus of States Institute, Corporation for Enterprise Development, Annie E. Casey Foundation, Family, Career and Community Leaders of America (FCCLA), and National Community Tax Coalition.
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- All organizations, institutions and companies are encouraged to identify goals that are measurable and can demonstrate impact. These will be compiled on an annual basis, proclaimed and announced, and then measured every year to determine impact and progress. These goals can include for example a financial institution announcing a goal of opening 1,000 new savings accounts targeted to branches in low and moderate income neighborhoods; employers announcing a goal of increasing employee participation into a 401k program by 2%; a religious institution announcing that every congregant will have by one year a minimum of \$500 in a savings account for emergencies; a non profit organization announcing that 100 people will be saving towards homeownership and reach their goal within two years; a school system that announces 75% of all their middle and high school students will open a savings account and have a minimum of \$25 deposited within 6 months.
 - These numbers will be tallied and announced in aggregate both locally and part of the national America Saves Week impact report.
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