



Email for Teachers:

America Saves Week February 21-28, 2010

LET'S TEACH OUR CHILDREN TO \$AVE!

America Saves is a social marketing campaign to encourage Americans to save money, reduce debt and build wealth. This national effort, which includes more than 400 national partners and thousands of local organizations in 35 states, encourages people to take positive financial action by committing to a savings goal. More than 185,000 people have enrolled into this campaign by committing to save money at banks and credit unions, in retirement, education, homeownership and other accounts.

The challenge with youth is to counter-balance the social pressures to buy the latest things. **Young America Saves** provides the bridge between financial education and the act of saving that leads to financial literacy. Students are motivated to save and offered savings products with incentives through financial institution partnerships.

Here's how you can promote financial action:

1. Encourage students to open or add money to an existing savings account with a commitment to save \$10 -20 a month, every month.
2. Encourage them to enroll as a Young America Saver at www.youngamericasaves.org.

The Young America Saves Resource Kit (youngamericasaves.org) includes materials to help motivate savings including: motivational presentation to encourage saving, sample letters and strategies to develop partnerships with financial institutions, and marketing material that can be used for America Saves Week.

Let us know if you need anything else. And remember, America Saves is about financial action, motivating individuals to take positive financial action – opening an account, adding to an account on a regular basis, signing up as a Saver and developing a savings plan.

Thanks and let's take advantage of these economic times by having our youth learn the habit of saving!

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