

AMERICA

Saves\$



START SMALL. THINK BIG.



Roll Your Change Week

- Everyone has loose change at home – regardless of income
- **Coinstar** estimates over **\$10 billion** in loose change
That's **\$99 per household**.
- **We** don't like to roll change. **Banks** and **credit unions** don't like taking change.
- Once a year... we roll and they take it
- Easy and effective way to open or add to an account



Roll Your Change Week Promotional Material

**GOT LOOSE CHANGE? DEPOSIT IT!!!
ENTER TO WIN A \$1,000 U.S. SAVINGS BOND!!!**



It's CLEVELANDSAVES' 6TH ANNUAL ROLL YOUR CHANGE WEEK!

OCTOBER 20 - OCTOBER 25, 2008

LIFT UP THE COUCH CUSHIONS & EMPTY YOUR PIGGY BANK...

- Cleveland Saves is making it really easy to — what else — SAVE your money.
- Here's how it works —
 - ✓ Simply roll your change in coin wrappers.
 - ✓ Go to a participating financial institution and deposit it into your savings account — or open a 'no fee' ClevelandSaves account and deposit it into your new savings account.
 - ✓ Then enter to win our raffle for a \$1,000 U.S. savings bond.

Don't wait, hurry up and get counting because **Roll Your Change Week** runs Monday, October 20 — Saturday, October 25, 2008. It's time to get your change working for you instead of taking up space!

To become a Cleveland Saves member, check out www.ClevelandSaves.org, or call the Money Line at 216-325-7126.



ClevelandSaves
You can build wealth.

PARTICIPATING FINANCIAL INSTITUTIONS:

- AmTrust Bank
- Century Federal Credit Union
- Charter One Bank
- Chase
- Dollar Bank
- Eaton Family Credit Union
- Faith Community United Credit Union, Inc.
- Fifth Third Bank
- Firefighters Community Credit Union
- FirstMerit Bank
- Huntington
- KeyBank
- National City
- Third Federal Savings & Loan
- US Bank

Media Sponsor:



WWBIC

Roll Your Change!

during



**america
saves
week**



February 21st - March 2nd, 2008

Save all your loose change and deposit it into a participating financial institution during America Saves Week for a chance to win!

You must be enrolled in Wisconsin Saves to participate. If you are not enrolled, please see Stacy or enroll at www.americasaves.org

Change must be deposited by March 15th, 2008. Deposit slip should be submitted to Stacy by Tuesday, March 18th.



WisconsinSaves
You Can Build Wealth

Roll Your Change Week

Key Components

- **Financial institutions** as excited partners: marketing, promoting, tellers trained
- **Community Marketing:** media partner, articles, flyers, posters
- **Organizational Marketing:** presentations, newsletter articles, special events
- **Tracking:** branch level with incentive(s)
- **Coordinator:** lead organizer
- **Budget:** varies depending on scope and in-kind contributions

Roll Your Change Week

SAMPLE: Drawing Entry Form

• **Roll Your Change Week Drawing Entry Form**

• *Please Print Clearly*

• Date _____

•

• Name _____

•

• Address _____

•

• City _____ Zip _____

•

• Phone (____) _____ - _____

•

• Bank/Credit Union _____

•

• Branch _____ Amount Deposited \$ _____

*Sites use a form like this to document transactions
and enter savers into their drawing for incentives
like Savings Bonds!*

Roll Your Change Week

Sample Action Plan

Action Step	Due Date
Initial planning meeting with financial institutions	7/19
Distribute invitation to financial institutions to participate	8/1
Secure meeting with Mayor Campbell, Congresswoman Tubbs Jones...for their participation	8/12
Confirm list of financial institutions that will be participating	8/19
Letters out to schools, organizations, Saves sites re: participating	8/19
Recruit volunteers to help organize and distribute materials	8/31
Order materials to be printed (entry forms, posters, flyers)	8/31
Financial institutions to meet with principals and/or executive directors for youth participation	9/9
Save the Date" newsletter article sent to Cleveland Saves sites and other organizations to encourage participation	9/9

Roll Your Change Week

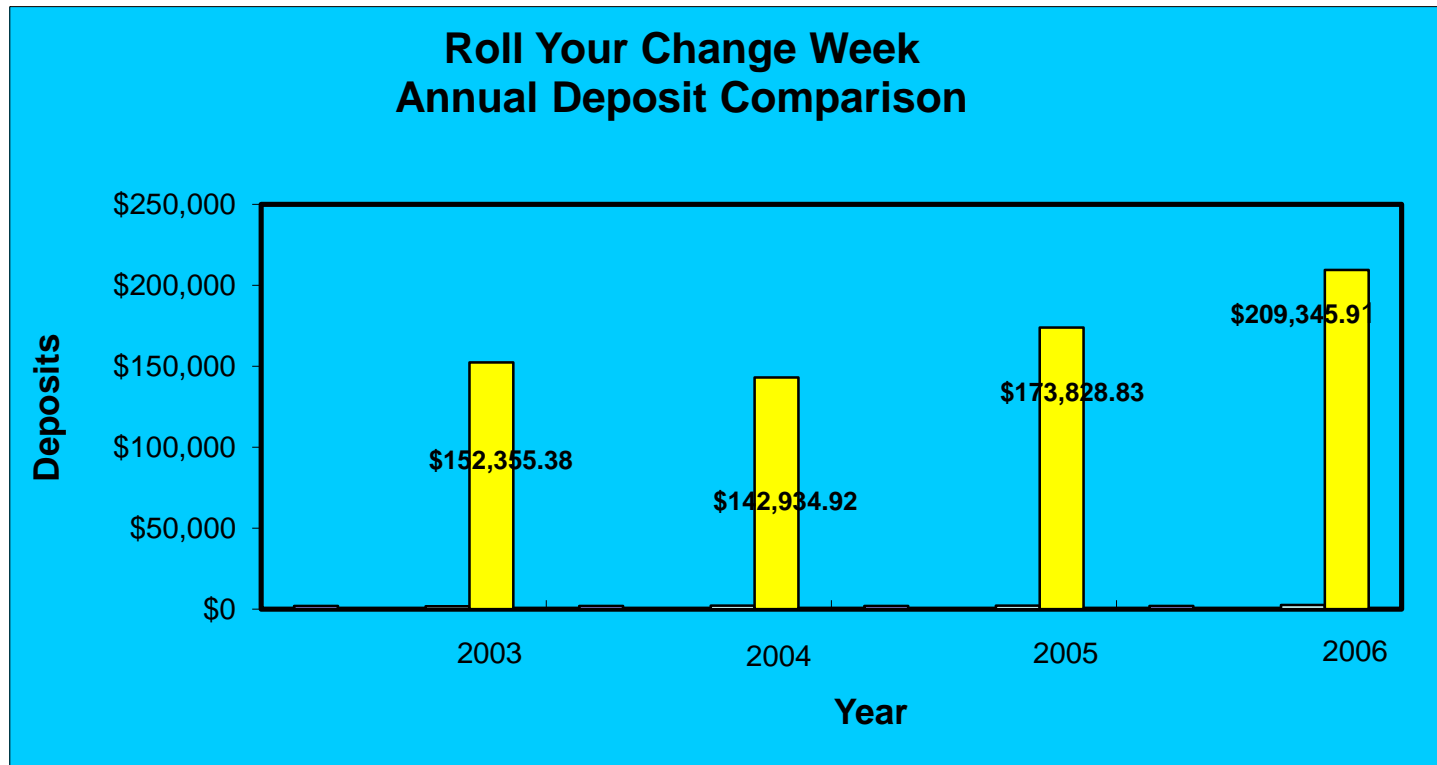
Sample Action Plan

Action Steps - <i>Continued</i>	Due Date
“Add story on Cleveland Saves website	9/16
E-mail to financial institutions to confirm number of participating branches and quantity of materials needed	9/16
Issue press release – four weeks in advance	9/19
Distribute materials to financial institution’s contact person	9/26
Issue press release – two weeks in advance	10/3
Send one-week reminder to all participating organizations	10/10
Issue press release – week of event	10/17
Follow up with financial institution contact persons to gather all entry forms and results	10/28
Hold Savings Bond drawing	10/28
Track and summarize results	11/15
Issue press release – evaluation and impact	11/15

Roll Your Change Week

Annual Deposit Comparison: Cleveland

Year	Total Number of Participating Financial Institutions	Total Number of Local Branches	Total Number of Participants	Total Deposits	Average Deposit per Participant	Percent Change
				\$	\$	
2003	17	N/A	1,798	152,355.38	84.74	
2004	17	221	2,164	142,934.92	66.05	6.59%
2005	16	343	2,191	173,828.83	79.34	17.77%
2006	15	246	2,593	209,345.91	80.74	16.97%



Roll Your Change Week

Financial Institution Benefits

❖ Akron, Ohio – 2009

- Towpath FCU realized more than \$250,000 in deposits of change
- 850 new members added over four days.

Charter One Bank (example)

	Branches	Forms	Recorded Deposits	Total Deposited	Largest Deposit	Avg. Deposit
2003	45 (21)	85	64	\$3,737.12	\$300	\$43
2004	37	98	76	\$6,729.86	\$1500	\$68

❖ Northwoods – Wisconsin AmericaSaves Week – 2004

- 11 financial institutions participated
- Seven \$50 Savings Bonds given away
- 64 Depositors deposited \$5,119.63 into financial institutions
 - \$2,367.79 RIPCOCredit Union
 - \$1,234.59 First National Bank of Eagle River
 - \$807.39 Mid-Wisconsin Bank

Contact



George Barany

216-375-3255

gbarany@consumerfed.org

*It's **Roll Your Change** Week.*



Changing Savings Habits One Penny at a Time

***Roll Your
Change Week***

**The Family Resource
Center at Gorham**



Building Financial Futures Coalition

- Our **Asset Building Coalition** wanted to sponsor a community wide event to focus attention on the importance of *saving* and being *prepared* for life's *emergencies*.
- It had to be **fun** and **engaging**.
- We wanted to change the framework of savings from a need to a **“Want.”**

Genesis: RYCW Gorham, New Hampshire



Enter... **National Community Tax Coalition
and America Saves**

At the **NCTC** annual conference in Los Angeles, CA, **Nancy Register** from **America Saves** spoke about the success of the Cleveland Saves **Roll Your Change Week** campaign.

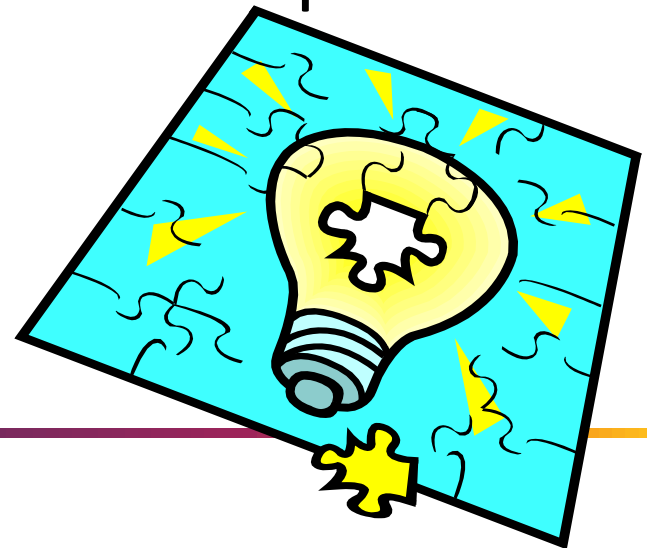
Rationale: RYCW Gorham, New Hampshire

Roll Your Change Week

was

a great fit for us because...

- Successful model of best practices via America Saves and Cleveland Saves
 - Small steps and small change can add up to BIG results!
 - Low start-up cost
-



Components

- Use of **Behavioral Economics** to change the concept of what savings means and to frame it differently ... as a ***Want***
- **Reconnect** people with the value of money ... beginning with small change
- Present an **incentive** to motivate the savings mindset and encourage behavior change

Who is the Target Audience?

- **Anyone!**
- **Everyone!**

- Because the campaign is for anyone, it appeals to **everyone**.
-

No negative messaging...

...only positive messages.

Getting Started

- Campaign Coordinator
 - Central contact/project manager

- Asset Building Group
 - or other support agency as sponsor

- Partners

Who do you need as partners?

Financial Partners

- Representatives from financial institutions participate in *Roll Your Change Week* planning committee.
- **Financial partners** provide:
 - Prizes of \$100 Series EE Savings Bond at each branch
 - Contribute \$75 per branch for grand prize drawings of \$1,000 Bonds
 - We offered three last year
 - We hope to do five this year due, to an expanded coverage area
 - Total cost of \$125/branch
- **Engagement** is essential

Who do you need as partners - 2?

Schools and Youth Programs

- Marketing
- Rock and “Roll” Events - High School or other youth groups get together to...
 - Listen to music (**Rock**) *and*
 - Roll change (**Roll**) for the public as a community service.
- **Contact person** at high schools and after-school programs to assist in getting youth engaged

Who do you need as partners - 3?

The entire initiative is a

Community Partnership.

Social service agencies, financial partners,
schools, media and, of course...

the **people** who participate.

Rock and Roll Events



- High School or other youth groups get together to listen to music (Rock) and to roll change (Roll) for the public as a community service.
- Teachable moments
- Social marketing campaign



-
- See **Handout** for more information on the Family Resource Center ***Rock and “Roll”*** Procedure Guidelines

What does it cost?

- \$ Campaign Coordinator's time as project manager
- \$ Printing and design cost for posters and stuffers
- \$ Time (and other?) cost of promotion (speaking, advertising)
- \$ Cost of prizes
- \$ Cost of refreshments for rolling events

Roll Your Change Week – Gorham, New Hampshire

Real, Measurable RuFES Results

Year	Change Deposited	Participating Communities
2007	\$18,175.87	Berlin and Gorham (population 12,104)
2008	\$19,895.21	Berlin and Gorham
2009	\$35,183.50	Berlin, Gorham, Lancaster, Groveton, Littleton and Whitefield. (population 25,705)
Total	\$73,254.58	In economically challenged communities during a national financial crisis!
2009	\$43,790.35	Franklin-Concord Asset Building Coalitions piloted for 1 st time (Led by Cary Gladstone and the Franklin Family Resource Center)
3-Year Total Impact	\$117,044.93 in loose change!	

Other Important Community Results

Savings Success

- People with no previous savings open accounts – then add to those accounts the following year
- A Family Affair

New” connection to the value of real money...**NOT** plastic

- Youth indicated their shock at how pennies add up to such significant amounts
- A-HA! Moments
- People “get it” – because it is so simple

If I knew then what I know now...

What would I do differently?

- In our first year, I got the financial partners on board and *then* let them know how much it would cost for each branch
 - Too open ended and possibly caused some not to participate.
- More Rock and “Roll” events - incredibly successful and rewarding to be a part of.
- Better funding

Tips to Remember

Branding Concepts

Try to follow the best practices of those who've had successful campaigns and use similar marketing materials and processes (Cleveland Saves was my model.)

Say Thank-You *(Mama was right)*

Don't forget to say ***Thank-You*** to those who help make your campaign work and be sure to let them know that because of them, \$_____ has been deposited into savings accounts in their community.

Everyone needs to know that their efforts have an impact.

And what does it do for YOU?

- Builds **Social Capital**
- Increases **community awareness** of your organization and the other services you offer
- Provides a source for participants in your **financial education** activities
- Expands your Network and **opens doors to financial institutions and employers** so you can access financial specialists or offer other services in the future

Roll Your Change Week...

Please *DO* Try This at Home!

This savings awareness campaign is a great opportunity for all involved

Financial Institutions

- Receive positive press and build social capital.
- New accounts are opened
- Many accounts are added to in subsequent years
- Develop customer loyalty

Schools

- Positive method of introducing or reinforcing financial education which is becoming a required component of many curricula

Community

- Residents begin to think differently about how they spend and how they save
- Increased awareness of the need for emergency savings and a simple method for achieving success increases financial stability of community members and decreases demand on social services



The Family Resource Center at Gorham

MISSION STATEMENT

"To build healthier families and stronger communities through positive relationships, programs and collaboration in the North Country."

**Judy Woodward
Financial Literacy/VITA Program**

judy.woodward@frcberlin-gorham.org

**603-466-5190
123 Main Street, Gorham, NH 03581**

Strengthening Families... Building Communities.