

Military Saves 2.0

Motivating the Military 365 Days a Year



Agenda

- The Savings Challenge
- The Military Saves Movement
- Military Saves Pledge
- Supporting Savers
- Supporting Partners
- Designation of Savings Excellence
- Looking Ahead
- Connect with Us
- Q&A

The Savings Challenge



- 62 percent of military families experienced stress due to their financial situation. [2018 Blue Star Families Survey](#)
- Unexpected expenses are a top savings challenge for Military Savers (45 percent). [2017 Military Saver Survey](#)
- 60 percent of military families don't have enough in savings to cover three months of living expenses. [2017 Military Family Advisory Network Survey](#).

The Military Saves Movement

4

- Military Saves Week will shift to **Military Saves Month**.
- Allowing organizations more time to participate, and align with, Financial Capability Month.
- Pick when and how you participate.
- More time for installation support.

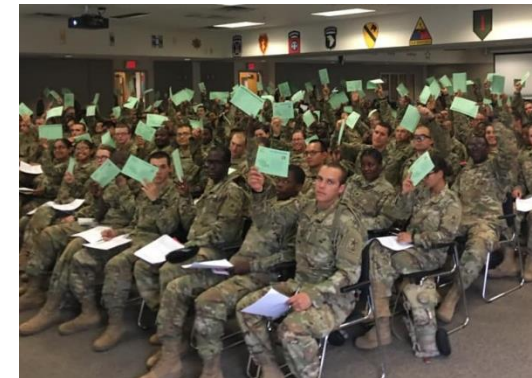


The Military Saves Movement

MILITARY SAVES MONTH

April 1 - 30, 2020

- Kick-off for all Military Saves events will be on April 1st.
- April 1 - 30, 2020
- Military Saves will provide a resource packet/media kit for the month.
- Planning committees will continue!



Military Saves Movement: Join Us!

1. **Sign up & organize** your installation to participate, receive the latest news. Create working group. Proclamation signing.
2. **Partner** with financial institutions, installation leadership, other PFMs/PFCs and organizations to increase participation, host event(s).
3. **Encourage** service members, their families and DoD civilians to use the Military Saves Pledge as a tool to reach their savings goals.
4. **Visit [MilitarySaves.org](https://militarysaves.org)** for toolkit, participation guidelines, event ideas, graphics and downloadable materials.

Military Saves Movement: Join Us!



Please encourage service members and families to use the pledge year-round! Savers who take the pledge receive the following:

- Access to monthly Military Saves blogs; educational and motivational communications with savings advice.
- Opportunity to sign up for text message saving tips, reminders.
- Free MyFICO credit score, courtesy of FINRA Investor Education Foundation.



The Military Saves Movement

Our Mission



- Military Saves is a component of America Saves and uses the principles of behavioral economics and social marketing to change spending behavior.
- We motivate, support and encourage military families to save money and build wealth.
- Military Saves encourages all service members, their families, and civilian employees to use the Military Saves Pledge and for organizations to promote savings year-round and during Military Saves Month in April.

The Military Saves Pledge

Those with a plan are twice as likely to save successfully.

- Using the principles of behavioral economics, these changes will help service members and their families set a **savings goal** AND a **savings amount/duration** for a simple savings plan!
- Remember, **we are moving away from paper** and offer the embeddable pledge option, too.
- When savers take the pledge, they can opt-in to receive text message tips/reminders and will receive customized communications to stay on track with their savings goals.

Take the Pledge

If you can not see the form below, [click here to sign up](#).

Let Military Saves help you reach your savings and debt reduction goals. It all starts when you make a commitment to yourself to save. That's what this pledge is all about. And it doesn't stop there. Military Saves will keep you motivated with periodic information, advice, tips, and reminders sent by email or text message to help you reach your savings goal. Think of us as your own personal financial support system.

THE PLEDGE

I First Name Last Name pledge to save money, reduce debt, and build wealth over time.

I will encourage my family and friends to do the same.

Already taken the pledge? Military Saves encourages you to recommit to saving. Re-pledge today.

SET A GOAL AND MAKE A PLAN

I'm saving for: choose a goal

Each month, I will save \$. At the end of months I will have saved a total of \$0 to reach my savings goal.

Text To Pledge

- Sign up when you take the [Pledge](#) online or **Text MilitarySaves to 877877.**
- Goal-based text messages with tips and reminders to encourage, support and motivate to save towards their goal.
- Individuals who receive regular **goal-based text message** reminders save more money than people who do not.



PLEDGE TO SAVE

Make a commitment to yourself to save money, reduce debt, and build wealth over time.

Text MilitarySaves to 877877

MILITARY AMERICA Saves
START SMALL. THINK BIG.

Standard carrier and message data rates may apply. You may receive up to 6 messages per month. Text "STOP" to cancel or "HELP" for assistance at any time.

The advertisement features a hand holding a smartphone displaying a text message conversation with MilitarySaves. The phone screen shows a green speech bubble with the text 'MilitarySaves' and a keyboard below it. The background of the ad includes a pile of US dollar bills and a green banner at the bottom with fine print.

Supporting Savers

- Military Saves Pledge
- Text message tips/reminders
- Saver Stories
- Military Saves blog
- Military Saves social media community
- Educational & motivational communications
- Military Saves Month



The screenshot shows the Military Saves website homepage. At the top left is the logo "MILITARY AMERICA Saves" with the tagline "START SMALL. THINK BIG." Below the logo are navigation links: "FOR SAVERS", "FOR ORGANIZATIONS", "IN THE NEWSROOM", and "LEARN MORE ABOUT US". On the top right, there are links for "PROFILE CENTER" and "BLOG", along with a search bar. The main content area features several promotional tiles: 1. A tile with a photo of three children and the text "Involve kids in your savings goals, make it a family norm." with a right arrow. Below it is a dark banner titled "Involving Your Kids in Family Finances" with the subtext "REBECCA KEEPS THE FAMILY COMMITTED. READ HER TIP >>" and a pagination bar with numbers 1, 2, 3, 4, 5. 2. A tile with an eagle and American flag graphic, titled "START SAVING TODAY TAKE THE PLEDGE". 3. A dark green banner titled "ORGANIZATION/INSTALLATION SIGN UP JOIN THE MOVEMENT!". 4. A tile with a photo of a couple moving, titled "NEW PACKET: MONEY AND MOVING VIEW THE PCS PARTNER PACKET". 5. A yellow and green tile titled "SHARE YOUR SAVINGS TIP" with the Military Saves logo and tagline. 6. A blue and green tile titled "PLEDGE TO SAVE NOW!" with the text "Make a commitment to yourself to save money, reduce debt, and build wealth over time." and "Text MilitarySaves to 877877". Below this is a photo of a man looking at his phone. 7. A green tile titled "YOU COULD WIN \$50! SHARE YOUR SAVINGS TIP WITH US". 8. A green tile titled "TEXT TO PLEDGE SIGN UP FOR MILITARY SAVES TEXT MESSAGES".

Supporting Partners

- Guest Blogs on militarysaves.org
- Monthly Partner Spotlight
- Engage Military Savers through our social media saving community
- Participate in Military Saves Month
- Use and share our Partner Resource Packets



PCS Costs and How to Manage Them

PCS Personal Finance PCS Moves

Written by Guest Blogger · 07 May 2019

by Kellie Artis

PCSing is a fact of military life and can often be an exhilarating adventure for service members and their families. I mean, you joined to see the world, right? However, being unprepared for a move can be costly and stressful and can actually cause you to dread a relocation every few years.

[READ MORE ...](#)



How to Save Money When You Move with the Military

PCS Personal Finance PCS Moves

Written by · 26 April 2019

Military moves are expensive. Whether it's buying all new condiments for your pantry, paying for a "move out" housecleaning, or eating out more often while waiting for your pots and pans to be delivered, the bills seem to pile up. Military Saves reached out to bloggers who also happen to be PCS pros to ask for tips for keeping PCS costs down.

[READ MORE ...](#)

Designation of Savings Excellence



- This award has been presented annually to financial institutions that make extraordinary efforts to encourage saving during America Saves Week/Military Saves Week, and succeed in encouraging customers and members to open and add to wealth-building accounts.
- Announcements on award designees coming soon!

Looking Ahead



- Savings Symposium
- Couples Financial Fitness Event
- Savings Champions
- Robust resources and graphics to support you

Connect with Us



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MilitarySaves.org



<https://www.facebook.com/MilitarySaves>



<https://twitter.com/MilitarySaves>



<https://instagram.com/military.saves>



<https://www.pinterest.com/militarysaves>



Have any
questions?

Thank you!

17

The work you do to improve the financial readiness of military families is so important, and Military Saves is here to support you in that shared mission.

