



MILITARY SAVES

Quarterly Program Meeting June 30, 2020

Agenda

1:00 – 1:05 Welcome – Angela Caban, MS

1:05 – 1:10 Military Saves Updates - Lila Quintiliani, MS

1:10 – 1:20 Military Saves Month 2020 Recap – Angela Caban, MS

1:20 – 1:35 Partner Spotlight - Armed Forces Bank & Navy Federal Credit Union

1:35 – 1:45 Savings Champion & Designation of Savings Excellence Announcement - Angela Caban, MS

1:45 – 2:00 Around the table - All

- Share how you are doing and what are you working on.
- How can MS support?
- Q&A

2:00 Meeting Adjourned – Angela Caban, Military Saves



Program Updates

- Updated branding is up and new website launches in October 2020!
- New goal based email series has launched.
- New partnership: Yellow Ribbon Network.



Military Saves Month 2020 Recap

Military Saves continues to encourage the military community to save money even more effectively and to reduce their debt.

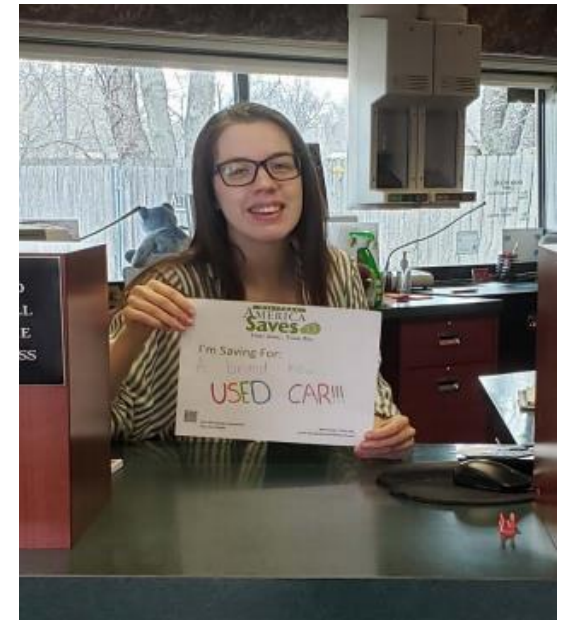
- Participation from over 220 organizations.
- National conversation around financial capability and literacy.
- Encouraging the military community to pause for a financial check-in and evaluate their savings behaviors.
- Resources, tools, and tips were created and shared to motivate service members, veterans, retirees, and their families to build or increase their personal savings.
- COVID-19 support and resources were the focus during the five weekly themes.
- MSM 2020 national campaign was successfully executed during a global pandemic.



Military Saves Month 2020 Recap

Top 5 goals savers pledged to save for...

1. *Emergency Fund*
2. Retirement
3. Investment Savings
4. Debt Repayment
5. Other (family expenses, entertainment, etc.)





Fort Drum Virtual MSM Financial Class



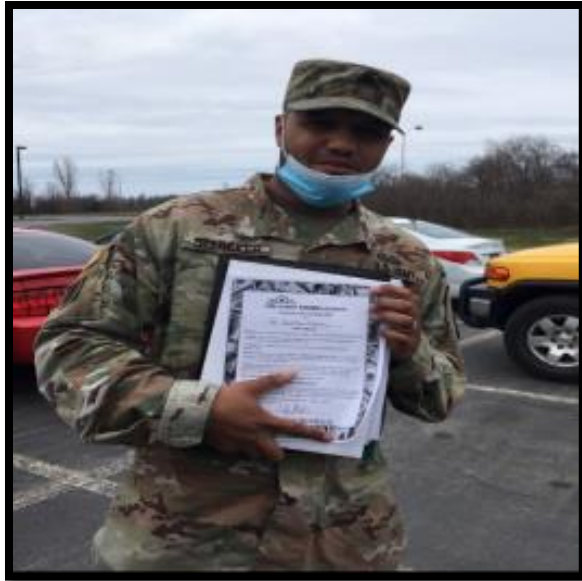
East Fort Bliss – Proclamation Signing



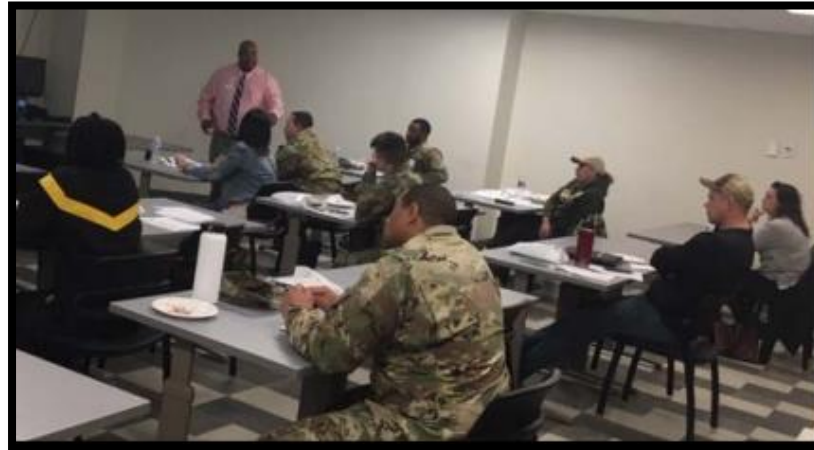
Fort Drum Commissary Director



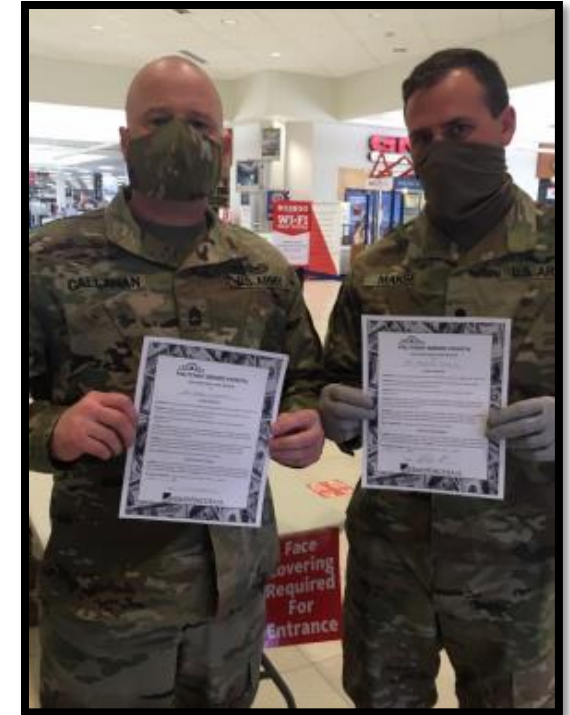
Fort Irwin Military Child Appreciation & MSM



Fort Drum Proclamation Support



Fort Riley MSM Financial Class



Fort Drum Proclamation Support



Military Saves Month 2020 Report

Full report available July 2020

Visit www.militarysaves.org



Partner Spotlight



Military Saves does not endorse or promote any services or products from any financial institutions.



“It was easy for our bank to adapt to the challenging environment we faced on military installations due to the impact of COVID-19. Our collaboration with the Consumer Federation of America morphed into a very successful digital campaign that included over 200,000 e-mails focused on savings tips to Armed Forces Bank clients, an embedded savers pledge card on our website and the official launch of a text-to-pledge platform with the keyword AFBSAVES.

Armed Forces Bank obtained a record number of proclamations (474), opened over 800 Savings Accounts and offered an incentive to service members to reward them for their commitment to saving money, retiring debt and building wealth! We look forward to Military Saves Month 2021 as the innovative solutions designed this year will further enhance and advance our mission to help military personnel and their families.” – Armed Forces Bank



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Fort Carson – Teller Window Setup



Fairchild AFB – Sneeze Guard



Fort Drum AFB Branch Manager



Edwards AFB – Banking Center Manager



City of Leavenworth, Kansas Proclamation



Fort Leavenworth, KS State Representative Jeff Pittman



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“Navy Federal Credit Union was so excited to work with Consumer Federation of America this year, being the first credit union to ever offer the pledge directly to members. Navy Federal knows the power of the pledge and wanted to help members however possible, while also building a community of savers. Those who took on this commitment through Navy Federal pledged to save a total of \$3 million during Military Saves Month. In addition, Navy Federal members opened over 10,000 EasyStartSM Certificates. This Navy Federal savings tool helps members make the most out of their savings, starting with \$50 and setting money aside at a higher rate, while allowing the ability to add money over time or automatically.

Navy Federal is thrilled to see this group of dedicated savers commit to something that is so important for their member’s financial futures. According to Military Saves, those who took this pledge are twice as likely to meet their financial goals as those who did not; the power of this pledge is undeniable. The majority of savers—nearly 30%—decided to dedicate savings pledges to building emergency funds. In addition, members have prioritized saving for housing-related expenses, growing their retirement, paying down debt and more. This demonstrated that Navy Federal’s various savings-focused initiatives have truly resonated with members, and instilled within them the need to make savings a priority across the board.”



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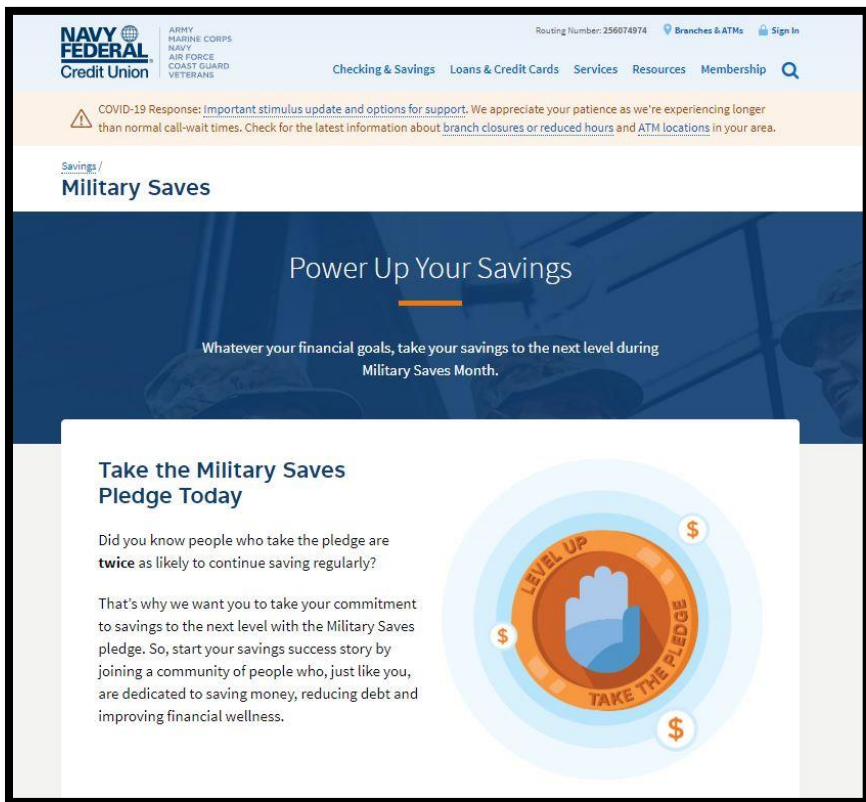
Continued... “Health, service and safety are center stage for Navy Federal Credit Union while helping members through the Coronavirus pandemic (COVID-19). From the beginning, Navy Federal has provided emergency loans, waived fees, and offered service and assistance to members. All the while, Navy Federal highlighted the importance of savings during Military Saves Month in April. By encouraging our members to “take the pledge” to save, we have helped encourage members’ commitment to save money, reduce debt and build wealth over time.

Navy Federal is always looking for ways to boost member savings habits and is proud to see nearly 800 pledges made through May 2020. Navy Federal looks forward to Military Saves 2021, believing that the need and desire to save is more present than ever before.

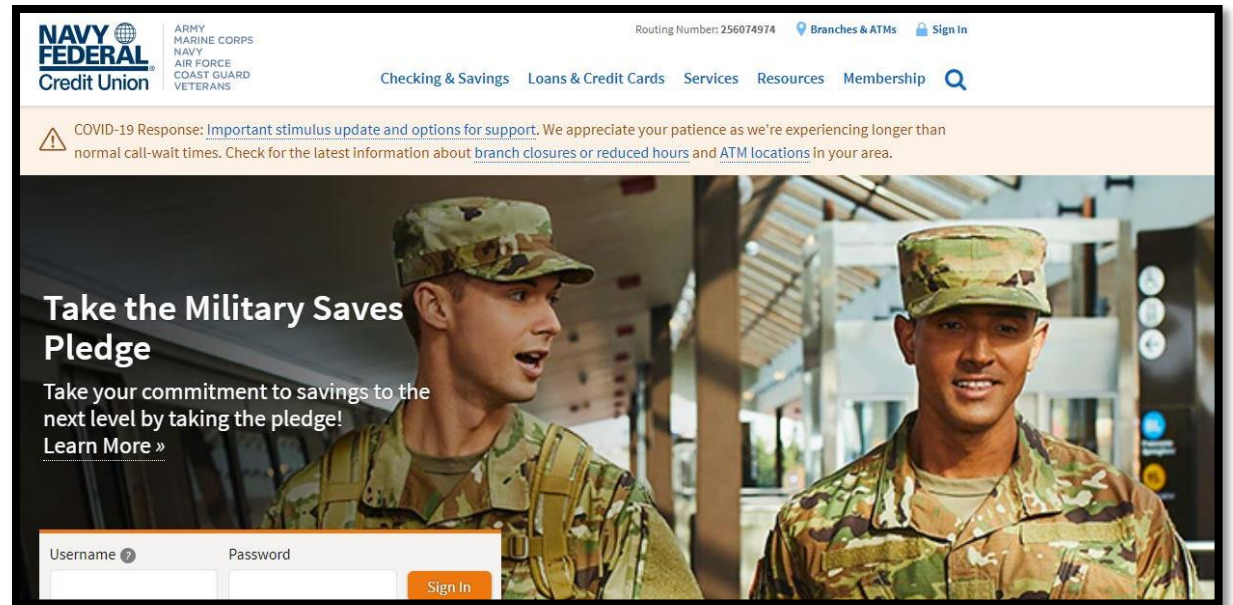
“We want to be a great resource for our members when it comes to savings best practices,” said Jaspreet Chawla, Senior Vice President of Savings Products. “We always try to emphasize the importance of savings and financial security, and we are grateful for organizations like Military Saves and Consumer Federation of America for also working to instill healthy savings habits within our communities.” - Navy Federal Credit Union



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Navy Federal Credit Union Pledge Form



Navy Federal Credit Union Website Homepage



Navy Federal Credit Union Branch Associates



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Savings Champion Award

The *Savings Champion Award* is a national recognition that is awarded by Military Saves with the support of a selection committee comprised of staff and leadership from key stakeholders in all program initiatives.

Winners are selected in two categories, Military Installations and Military Supporters.

❖ **Winners will be recognized by:**

- Recognition on [MilitarySaves.org](https://militarysaves.org), social media and email communications.
- Recognition in a national press release .
- Digital badge for your website and digital certificate.

❖ **Criteria:**

Organizations must be:

- **Signed up** to participate in Military Saves Month.
- **Encourage** military families to make a commitment and savings plan through the Military Saves Pledge.
- **Promote** MSM through a variety of events and social activities.



Savings Champion Announcement

Military Saves Month 2020 Military Installation Winners:

1. Fort Jackson, SC
2. Fort Hood, TX
3. Fort Drum, NY
4. McChord Field (JBLM), WA
5. Fort Bliss, TX
6. Sheppard AFB, TX
7. Los Angeles AFB, CA
8. Fort Leonard Wood, MO
9. Camp Fuji, Japan
10. 194th Engineering Brigade, Tennessee Army National Guard



Savings Champion Announcement

Military Saves Month 2020 Military Supporter Winners:

1. FINRA Investor Education Foundation
2. Association of Military Banks of America
3. National Credit Union Administration
4. Zeiders Enterprises
5. AmeriForce Media
6. National Foundation for Credit Counseling
7. The Military Money Show – Lacey Langford
8. The Table Financial Planning - Andrea Clark
9. Investor Protection Trust
10. Defense Credit Union Council



Designation of Savings Excellence Award

Banks and Credit Unions play an important role in Military Saves Month by making it easy for their customers and members to save. When individuals utilize saving accounts they build financial security and financial institutions increase deposits, build goodwill, and strengthen relationships. Winners are selected for financial institutions in the bank and credit union category.

❖ *Designees are recognized by:*

- A Military Saves Designation of Savings Excellence framed award.
- A digital seal to display on your website and share on social media.
- Recognition on [MilitarySaves.org](https://militarysaves.org) social media and email communications.
- Recognition in a national press release.

❖ *Criteria:*

- Signed up to participate in the current year of [Military Saves Month](#).
- Demonstrated efforts in encouraging saving during Military Saves Month.
- Completed the Designation of Saving Excellence Application which is included in the [Military Saves Month Reporting Survey](#).
- Submission of samples of marketing materials.



Designation of Savings Excellence Announcement

Military Saves Month 2020 Bank Recipients:

1. Armed Forces Bank
2. First Arkansas Bank and Trust
3. First Keystone Community Bank
4. Fort Sill National Bank - FSNB, N.A.



Designation of Savings Excellence Announcement

Military Saves Month 2020 Bank Recipients:

1. Air Force Federal Credit Union
2. Freedom Federal Credit Union
3. Navy Federal Credit Union
4. New Horizons Credit Union
5. PenFed Credit Union
6. Travis Credit Union



ECONOMIC IMPACT

77,163 people deposited \$198,630,321.92
during Military Saves Month 2020

Total of deposits: \$198,630,321.92

New accounts opened: 27,305

Total deposited in new accounts: \$78,935,532.10

Total deposited in existing accounts: \$119,694,789.82



MILITARY SAVES MONTH

The 2020 Military Saves Designation of Savings Excellence Recipients:

Armed Forces Bank, First Arkansas Bank and Trust, First Keystone Community Bank
Fort Sill National Bank, Air Force Federal Credit Union, Freedom Federal Credit Union
Navy Federal Credit Union, New Horizons Credit Union, PenFed Credit Union, Travis Credit Union



**September 22, 2020
1 p.m. EDT – Q3 Meeting**

Around the Table

- Share how you are doing and what are you working on.
- How can MS support?
- Q&A

