

Military Saves Campaign

*Motivating the Military to
Set a Goal, Make a Plan & Save Automatically Since 2003*

August 15, 2018

Virtual Partner Update :: Summer Convening



Agenda

1. Welcome (Alecia Blair) 1:00-1:05
2. Update from DoD Office of Financial Readiness (Kim Myers) 1:05-1:10
3. Military Saves Updates (Alecia Blair) 1:10-1:25
4. Military Saves Supports, Year Round, Revisited (Lindsay Ferguson) 1:25-1:40
5. Partner Spotlight (Tina Helmick) 1:40-1:50
6. Open Discussion 1:50-2 p.m.

Update from DoD Financial Readiness

Kim Myers, Strategic Communications & Outreach
Office of Deputy Assistant Secretary of Defense
(Force Education & Training)

Military Saves Update

Alecia Blair, Military Saves Director

RECONSTRUCT REMAKE
RECYCLE REJUVENATE
REVAMP REDESIGN RENOVATE
REIMAGINE
RETHINK REUSE RECREATE
REFURBISH RESTORE RENEW
REMODEL REDO REVISE

Military Saves Update

1. Military Saves is more than a week or a pledge. It's a **movement**.

2. Military Saves has undergoing a period of intense **evaluation**.

3. Military Saves is listening to changing needs. Military Saves is **reimagining** itself.

Military Saves Update



Changes in the works:

- **Content: Aligning MS w/ NDAA Financial Literacy Touch Points**
- **Military Saves Week: Amplifying the importance of savings in financial readiness**
 - Considering when MSW is celebrated
 - Greater installation engagement
 - MSW Planning Committee
- **Support: How can we better support PFMs/PFCs?**
 - Partner Resource Packets, Website, Pledge & Tools

Military Saves Update

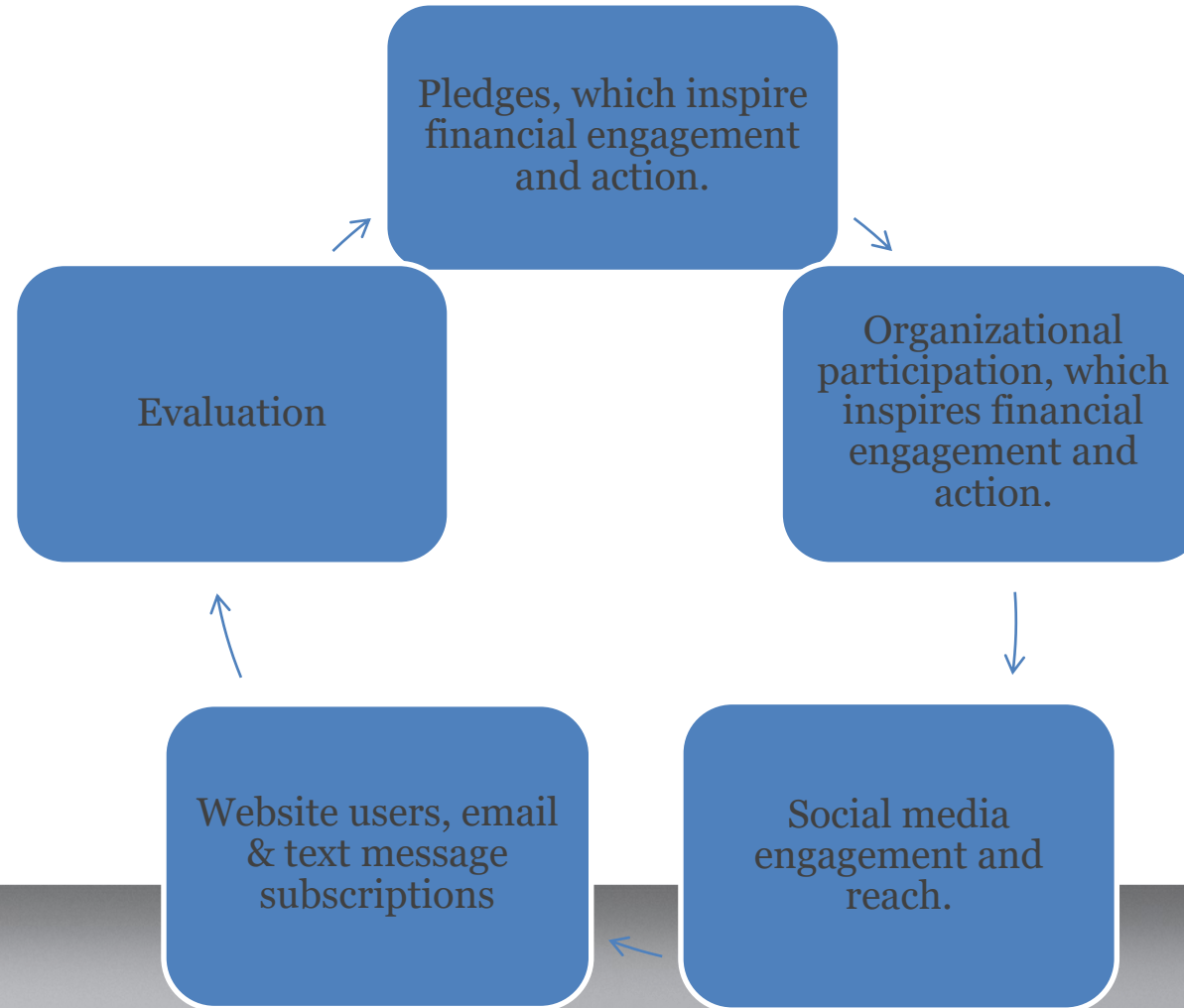
In the chat box, please comment:

1. How can we better support your work?
2. Please comment if you'd like to receive more information about participating in a Military Saves Week Planning Committee to expand the reach and impact of MSW.



Military Saves Update

Measuring Military Saves and Military Saves Week's reach and impact holistically.



Military Saves Update



Military Saves Week 2018: Set a goal, Make a plan, Save automatically!

Military Saves Supports, Year Round, Revisited

31,556,926 Seconds
525,948,766 Minutes
8,765,812.77 Hours

365 Days
52 Weeks
12 Months
ONE Year

Lindsay Ferguson,
America Saves Outreach Manager

Military Saves As a Resource, Year Round



Audiences:

1. Savers
2. Participating organizations



For Savers

Saver Supports

- The Pledge
 - *Commitment*
- Ongoing motivational messages and resources
 - *Financial coaching and support*
- MilitarySaves.org blog
 - *Continued education*
- Social media community
 - *Peer support*
- Saver stories
 - *Inspiration*
- America Saves Week
 - *National attention and involvement*

Supporting Military Savers

When savers take the Military Saves Pledge they become part of a savings community to help motivate and support them as they achieve their savings goals. Service members and their families are encouraged to:



Take the **MILITARY SAVES PLEDGE**—a tool to help set savings goals.



Opt-in to receive goal-specific text message **TIPS & REMINDERS**.



Read up on the latest in savings news from the **MILITARY SAVES BLOG**.



STAY MOTIVATED and INFORMED by following the Military Saves social media community.



Receive educational and motivational communications to **STAY ON TRACK** with savings goals.



Participate in **MILITARY SAVES WEEK**—an annual opportunity to assess savings goals and take action.

Email and blog



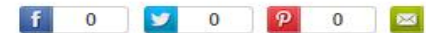
Debt can be a heavy weight on your finances. The good news is, by making a few financially savvy decisions, it's possible to pay off debt while contributing regularly to your savings.

Follow these four steps to tackle your debt and reach your savings goals:

1. Calculate your total debt.

The first step to reducing debt is to determine exactly how much you owe. Calculating your total debt will help you create a realistic plan of action from your starting point.

To stay organized, create a list that includes your creditor's name, total amount due, minimum payment required, monthly due date, and interest rate. This list will help you stay on top of your monthly bills.



Operation Military Family Summer Savings Audit

SAVINGS TIPS SUMMER SAVINGS SAVINGS FAMILY FINANCES

It may already be August, but there's still time to audit your family's household spending to find summer savings and see how much fat you can trim from your expenses. Why?

Because cutting unnecessary expenses means you can find more money to save for important things, such as emergency or retirement funds or paying off high-interest debt. And, well, it just feels good!

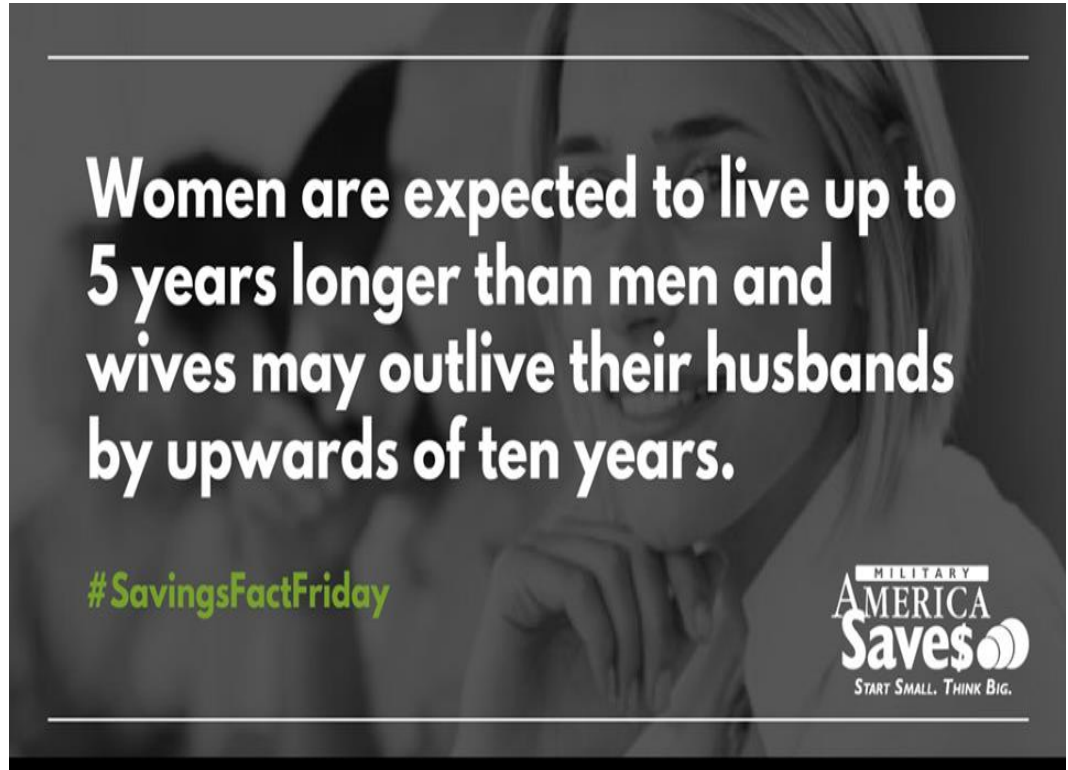
So, let's get started. Here's how I did it:

1. Back-to-school shopping:

Text and Social Media



Military Saves: With each savings deposit, you are one step closer to getting out of debt. Have you made your deposit this month? Reply YES or NO.



For Participating Organizations

- ✓ **Blogs on MilitarySaves.org**
- ✓ **Use and share our Partner Resource Packets**
 - ✓ **Sample blog, social media & resources**
- ✓ **Engage Military Savers through our social media saving community**
- ✓ **Digital Resource Library**
 - ✓ **AmericaSavesWeek.org**
- ✓ **Partner emails and webinars**
 - ✓ **Sign up at MilitarySaves.org**
- ✓ **Participate in Military Saves Week**



MILITARY AMERICA Saves
START SMALL. THINK BIG.

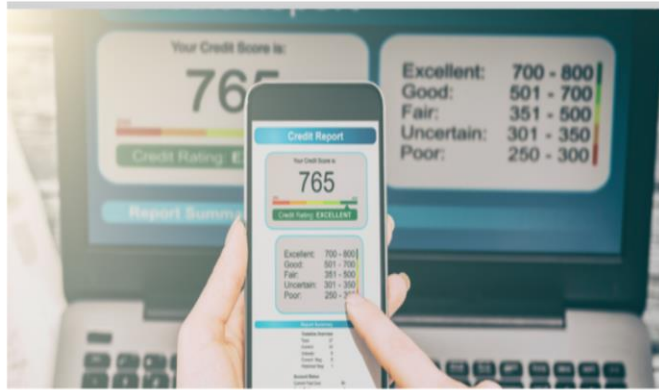
Military Saves Financial Fitness Checklist

CREATE HEALTHY SAVINGS HABITS

- 1 SET A GOAL**
 - Take the Military Saves Pledge to set short-term and long-term savings goals.
 - Set up a separate savings account for emergencies at a bank or credit union.
 - Pay down and manage debt.
 - Save for retirement, automatically, and take informed action regarding the Blended Retirement System (BRS).
- 2 MAKE A PLAN**
 - Use a spending plan to spend less than you earn and save the difference.
- 3 SAVE AUTOMATICALLY**
 - Set up an allotment from your pay using myPay. Use your banking institution's bill pay system to automatically transfer money from your checking account to a separate savings account.

www.militarysaves.org

Partner Resource Packet



Do you know your credit score?

In This Packet:

Blog Content

Social Media Content

Relevant Resources

Join Our List

Blog Content

For use in communications that directly reach your constituents. We encourage you to use this content as guest posts or rewrite them as your own.

Do you know your credit score?

By America Saves

Free credit freezes are coming soon

By Federal Trade Commission

Do you know your credit score?

By: Darlene Aderoju

People who check their credit score regularly are more likely to understand how scoring works than those who don't, according to a new survey released by the Consumer Federation of America and

#SavingsTipTuesday

Keep your balance low. Maintaining low credit utilization is a sign of good credit management and shows lenders you are a good credit risk. [@MilitarySaves #SavingsTipTuesday](http://bit.ly/2LxtodAv)



The Military Saves Pledge

The Pledge is a great tool to support the conversation of goal setting and creating savings habits.

START SAVING TODAY
TAKE THE PLEDGE

Ways to promote:

1. MilitarySaves.org
2. Embedded into existing website
3. Text-to-pledge
4. Add to current programming
5. Social media call to action

THE PLEDGE


I 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.

I pledge to save for

Retirement

Text to pledge



PLEDGE TO SAVE

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

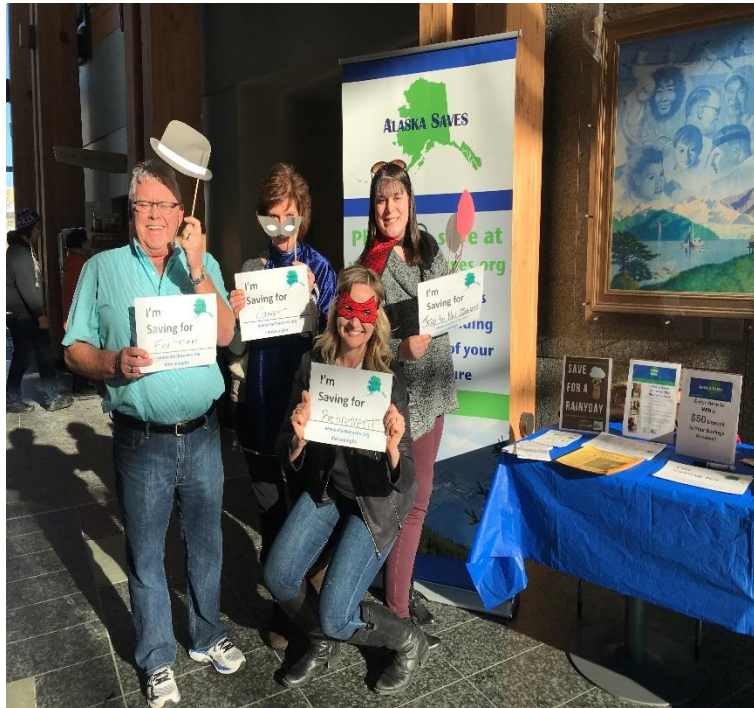
Text "EglinSaves" to 95577.

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

MILITARY
AMERICA
Save\$
START SMALL. THINK BIG.

Learn more at militarysaves.org

The Military Saves Brand and Partnerships



- Neutral umbrella to spread the savings message
- Military and America Saves networks of participating organizations
- America Saves Local Campaign model



Other America Saves Initiatives

Split to Save

Employer tool to help motivate employees to employees to split a portion of their paycheck paycheck into a savings account.

- **Pilot with 8 employers**



America Saves for Young Workers

Youth employment tool that encourages young adults to save a portion of their paycheck.

- **30 summer jobs programs**



Making an Impact

Staff Sergeant, Fort Jackson, S.C. Soldier and Military Saver/Pledger (excerpt)

“I have paid off over \$15,000 of my debt and went from living paycheck to paycheck and having no funds in my savings account to having \$25,000! I also started my Thrift Savings Plan account and enjoy watching my balance grow. I’m extremely grateful to my Army Community Service financial counselor and Military Saves for assisting me in getting on the right path for financial success!”

Partner Spotlight

Tina Helmick, Employee Assistance Program Coordinator,
USCG Yorktown

**CG D5 Military Saves Week
February 26-March 3, 2018**



**CG SUPRT Financial Wellness
The Financial Wellness Playbook**



**48 Coast Guard
members took the
Military Saves Pledge**



**3 Financial workshops
provided at Portsmouth, VA
Elizabeth City, NC and
Yorktown, VA
over 60 Coast Guard
members attended**



**Portsmouth Yorktown Elizabeth City
Amazon Gift Card Winners**

By Tina Helmick &



Open Discussion



How can your work be moved forward with Military Saves and Military Saves Week?

Thank you & Connect with Us



www.militarysaves.org



FOLLOW US!



EMAIL US!
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LIKE US!

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