



**america
saves
week**



ASPPA™

WORKING FOR AMERICA'S RETIREMENT

February 22- March 1, 2009

America Saves Week Talking Points – use these to inform and promote participation

America Saves is a national social marketing campaign that encourages individuals, particularly low and moderate income persons, to save money, reduce debt and build wealth.

Launched in 2001 with one city, Cleveland, Ohio, America Saves has over 50 local, state and national campaigns: Examples include Philadelphia Saves, Utah Saves, San Diego Saves, NY State Saves, Texas Saves, Kansas City Saves, Milwaukee Saves, Miami Saves, Tennessee Saves, Silicon Valley – South Bay Saves, Military Saves, Youth Saves, Black America Saves, Hispanic America Saves, and America Saves through Homeownership.

Currently more than 100,000 Savers are enrolled. Their top savings goals are

- Emergency Fund – people saving on average \$68 a month
- Savings & Investment – people saving on average \$74 a month
- Homeownership – people saving on average \$93 a month

America Saves was congratulated by Federal Reserve Chairman Ben Bernanke upon reaching 50,000 Savers.

America Saves has over 500 financial institutions both banks and credit unions providing no or low fee, low opening balance savings accounts that allow small savers to achieve success.

More than 1,000 non profit organizations, companies, government agencies, educational institutions, religious institutions, and unions are involved.

America Saves Week, February 22 – March 1, 2008, is a new and expanded effort aimed at reaching more institutions and individuals to increase awareness on the need to save money, reduce debt and build wealth with a primary focus on Financial Action – commitments to save, invest and build wealth.

National partners include: Department of Defense, IRS, Federal Reserve Bank, Cooperative State Research, Education, and Extension Service (CSREES), USDA, and participating land-grant university Extension Services, National Foundation for Credit Counseling, United Way of America, National Black Caucus of States Institute, Corporation for Enterprise Development, Annie E. Casey Foundation, Family, Career and Community Leaders of America (FCCLA), and National Community Tax Coalition.

Any and all organizations, institutions and companies are encouraged to identify goals that are measurable and can demonstrate impact. These will be compiled on an annual basis, proclaimed and announced, and then measured every year to determine impact and progress. These goals can include for example a financial institution announcing a goal of opening 1,000 new savings accounts targeted to branches in low and moderate income neighborhoods; employers announcing a goal of increasing employee participation into a 401k program by 2%; a religious institution announcing that every congregant will have by one year a minimum of \$500 in a savings account for emergencies; a non profit organization announcing that 100 people will be saving towards homeownership and reach their goal within two years; a school system that announces 75% of all their middle and high school students will open a savings account and have a minimum of \$25 deposited within 6 months.

These numbers will be tallied and announced in aggregate both locally and part of the national America Saves Week impact report.
