

Military Saves Campaign

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

Military Saves Week Webinar Series



Agenda

- 1. The Military & Savings Today**
- 2. Military Saves Mission**
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- 5. Supporting Our Military Savers**
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- 9. America Saves Designation of Savings Excellence**
- 10. Connect with Us**

The Military & Savings Today



- According to the 2012 FINRA Investor Education Foundation's National Financial Capability Study, 43 percent of the military families surveyed reported that they had no "rainy day" fund to cover emergencies.
- About 45 percent of those who participated in the 2017 Military Saver Survey report **unexpected expenses** as a top savings challenge.

Military Saves Mission



- Military Saves, an initiative of America Saves and a partner in the Department of Defense's Financial Readiness Program, motivates, supports, and encourages military families to save money and build wealth.
- Military Saves encourages all service members, their families, and civilian employees to take the Military Saves Pledge and for organizations to promote savings year-round and during Military Saves Week.

Military Saves Vision

Military Saves inspires service members, their families and civilian employees (the military community) to save money and achieve financial readiness.



The Military Saves Pledge

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

“I will help myself by saving money, reducing debt, and building wealth over time.”

I will help myself by saving money, reducing debt, and building wealth over time. I will help my family and my country by encouraging other Americans to Build Wealth, Not Debt.

I pledge to save for

Valid Email Address

Confirm Email Address

Installation Location

Installation Name *

Branch of Service *

Duty Status *

Rank/Grade *

I am 14 years of age or older

I want to receive Motor Vehicle Advice

- Business
- Clothing / Shoes
- Consumer Product
- Debt Repayment
- Education
- Electronics (Computer, Phone)
- Emergency Fund
- Entertainment
- Family
- Home or Apt. Rental
- Homeownership
- Investment Savings
- Motor Vehicle

Military Saves Financial Fitness Checklist

- ✓ Set a goal
- ✓ Make a plan
- ✓ Save automatically



The infographic is titled "Military Saves Financial Fitness Checklist" and features the Military Saves logo at the top left, which includes the tagline "START SMALL. THINK BIG." The main heading is "CREATE HEALTHY SAVINGS HABITS". It is divided into three numbered steps, each with a corresponding icon and a list of actions:

- 1 SET A GOAL** (Icon: Staircase with upward arrows):
 - 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** (Icon: Budget sheet with arrows):
 - Use a spending plan to spend less than you earn and save the difference.
- 3 SAVE AUTOMATICALLY** (Icon: Gear with dollar sign and coin):
 - 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.

At the bottom of the infographic is the website address www.militarysaves.org.

Supporting Our Military Savers

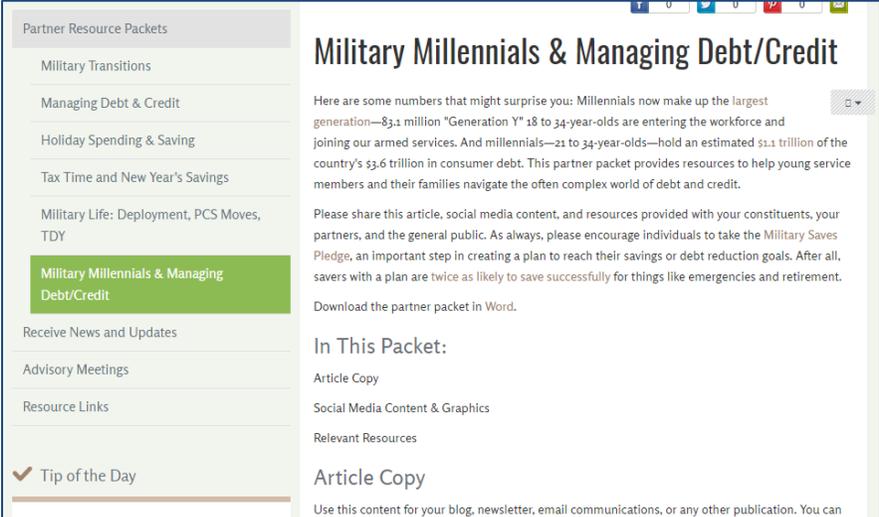
- **Military Saves Pledge**
- **Text message tips/reminders.**
- **Military Saves blog.**
- **Military Saves social media community.**
- **Educational & motivational communications**
- **Military Saves Week**



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 right side, there are links for "PROFILE CENTER", "BLOG", and a search bar. The main content area features a video player titled "Video - Military Saves Campaign" with a thumbnail showing a woman in a red jacket. To the right of the video is a call to action: "START SAVING TODAY TAKE THE PLEDGE" with an eagle icon. Below the video are three featured articles: "PARTNER RESOURCE PACKET MILITARY MILLENNIALS & MANAGING DEBT/CREDIT", "EDUCATE YOURSELF ON THE BLENDED RETIREMENT SYSTEM", and "SET IT ON AUTOPILOT MAKE YOUR SAVINGS AUTOMATIC". At the bottom, there is a "Recent Blog Entries" section with a featured article titled "Save Big on Your Next Vacation with Technology & Pre-Planning" and a "Tip of the Day" section.

Supporting Our Military Saves Partners

- ❑ **Guest Blogs on militarysaves.org**
- ❑ **Engage Military Savers through our social media saving community**
- ❑ **Participate in Military Saves Week—worldwide financial readiness party!**
- ❑ **Use and share our Partner Resource Packets**
-Sample blog, social media & resources



The screenshot shows a webpage interface for a "Partner Resource Packet". On the left is a navigation menu with the following items: "Military Transitions", "Managing Debt & Credit", "Holiday Spending & Saving", "Tax Time and New Year's Savings", "Military Life: Deployment, PCS Moves, TDY", "Military Millennials & Managing Debt/Credit" (highlighted in green), "Receive News and Updates", "Advisory Meetings", "Resource Links", and "Tip of the Day". The main content area is titled "Military Millennials & Managing Debt/Credit" and includes the following text: "Here are some numbers that might surprise you: Millennials now make up the largest generation—83.1 million 'Generation Y' 18 to 34-year-olds are entering the workforce and joining our armed services. And millennials—21 to 34-year-olds—hold an estimated \$1.1 trillion of the country's \$3.6 trillion in consumer debt. This partner packet provides resources to help young service members and their families navigate the often complex world of debt and credit." It also contains a paragraph encouraging sharing, a link to download the packet in Word, and a section titled "In This Packet:" which lists "Article Copy", "Social Media Content & Graphics", "Relevant Resources", and "Article Copy". At the bottom, it states: "Use this content for your blog, newsletter, email communications, or any other publication. You can".

Military Saves Week 2017

- ❑ **Military Saves Week (the last week in February) is an annual opportunity for installations and organizations to promote good savings behavior and a chance for service members and their families to assess their own saving status.**
- ❑ **Military Saves Week is a worldwide financial readiness party, and you're invited!**



Military Saves Week 2017

MSW 2017 Pledge numbers:

- ❑ January 1 – March 31, 2017: 35,000+ took the pledge!
- ❑ To date 36,694 have taken the pledge this year > 275,000 pledges since 2007.

Participating Organizations:

- ❑ 500+ signed up to participate in Military Saves Week
- ❑ Including 105 banks & credit unions



Military Saves Week 2017

Media Coverage Highlights:



The Motley Fool.

MilitaryTimes

STARS  AND STRIPES.

Kiplinger



Military Saves Digital Communications

Social Media Reach:

Twitter: 3,053 followers

- ❑ **#MSW2017: 3,218 tweets=12.5M impressions, reaching close to 3 million people, from 400 different accounts using hashtag.**
- ❑ **Mentions: Military Saves mentions peaked in February and March with 237 mentions and 305 mentions respectively**
- ❑ **Liked posts: February - 205; March - 154**
- ❑ **Retweets: Peaked in February with 197 retweets**



Military Saves Week 2017

Facebook: 25,000+ likes

- ❑ Consistently receive about 30% of traffic during MSW
- ❑ Over a quarter million post impressions
- ❑ Engaged nearly 6,000 Facebook users



Military Saves Week 2017

Social Media Highlights:

- ❑ Endorsement via Twitter from Army Chief of Staff, Gen. Mark A. Milley, encouraging all soldiers and families to take the Military Saves pledge. Gen. Milley has over 15,000 followers on Twitter.



Military Saves Week 2017

- ❑ Army Reserve Family Programs produced a promotional [video](#) for Military Saves Week on financial readiness, featuring LTG Charles D. Luckey, Chief of Army Reserve and Commanding General, U.S. Army Reserve Command, and his wife, Mrs. Julie Luckey. The video was shared on ARFP's Facebook page which has close to 6,000 followers.



LTG Luckey and Mrs. Luckey highlight financial readiness during Military Saves Week 2017

Military Saves Week 2017

- ❑ The U.S. Army produced a [video](#) to highlight Military Saves Week. It was shared on their Facebook page that has over 4.5 million followers.



Military Saves Week 2017

- ❑ The Defense Commissary Agency also produced a [video](#) encouraging servicemembers to take the Military Saves Pledge. It can be view on their YouTube channel that has close to 500 subscribers.



Military Saves Week 2018: Engagement

Military Saves Week is coming up, Feb. 26-March 3, 2018!

- ❑ **Goal of 35,000 savers take the Military Saves Pledge during first quarter 2018. Jan. 1, 2018, the pledge count starts over!**
- ❑ **Goal of Campaign Coordinators at U.S. military installation CONUS and OCONUS, similar to Combined Federal Campaign model with unit representatives.**

Branch	Pledge Goal
Army	20,000
Air Force	8,000
Navy	3,500
Marines	3,000
National Guard	350
Coast Guard	150

Military Saves Week 2018: Engagement

- ❑ Goal of 500 (or more) organizations/installations participate in MSW
- ❑ Don't delay. Sign up to participate in MSW today.



The screenshot shows the 'Sign Up for Military Saves Week 2018' page for organizations. The page features a navigation menu with options like 'FOR SAVERS', 'FOR ORGANIZATIONS', 'IN THE NEWSROOM', and 'LEARN MORE ABOUT US'. A blue arrow points to the 'Sign Up for Military Saves Week 2018' link in the left sidebar. The main content area includes social media sharing icons, the title 'Sign Up for Military Saves Week 2018', the dates 'February 26-March 3, 2018', and a registration form with checkboxes for 'America Saves Week 2018' and 'Military Saves Week 2018', and a name field.

Military Saves Week 2018

FOR ORGANIZATIONS

HOME » FOR ORGANIZATIONS » MILITARY SAVES WEEK » SIGN UP FOR MILITARY SAVES WEEK 2018

Sign Up for Military Saves Week 2018

Participating Organizations

Events and Activities

Memorandums and Endorsements

Family Readiness Centers & PFMs

Financial Institutions

Installations

Non-Profits

Graphics Package

Military Saves Week Materials

Tracking Success

Past Military Saves Weeks

Facebook 0, Twitter 0, Pinterest 0, Email 0

Sign Up for Military Saves Week 2018

Military Saves Week: February 26-March 3, 2018

This form is for organizations who want to participate in Military Save Week. Servicemembers and their family members who wish to take the Military Saves Pledge can click here to participate as individuals and set their savings goals.

[Unable to see the form below? Register here.](#)

Register for (check all that apply): *

America Saves Week 2018

Military Saves Week 2018

Name: *

First Name Last Name

Military Saves Week 2018: 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 take the **Military Saves Pledge**. Pledge drive.
4. **Visit MilitarySaves.org** for toolkit, participation guidelines, event ideas, graphics and downloadable materials.

Military Saves Week 2018: Join Us!



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

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



America Saves Designation of Savings Excellence



- In June, 14 military-related banks and credit unions were awarded the America Saves Designation of Savings Excellence and six military-related financial institutions received honorable mentions.
- The award is 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 to open and add to wealth-building accounts.
- Expansion of Awards to recognize military installations and organizations for their Military Saves Week efforts.

Connect with Us

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MilitarySaves.org

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Follow Us:

<https://twitter.com/MilitarySaves>

