



MILITARY SAVES 2018 ANNUAL REPORT

NOVEMBER 2017–
OCTOBER 2018

Supporting Military Savers
Across the U.S. Armed Forces





About Military Saves

Military Saves, an initiative of America Saves, is a research-based campaign that uses the principles of social marketing and behavioral economics to motivate, support, and encourage military families to save money and build wealth.

America Saves is coordinated by the nonprofit Consumer Federation of America (CFA).

Military Saves encourages all service members, their families, civilian employees, and veterans to save automatically and to take the Military Saves Pledge, a savings tool, to create their savings plan. Organizations are encouraged to promote savings year round and during Military Saves Week.

This year, Military Saves is celebrating its 15th anniversary! Learn more at militarysaves.org.

Motivating the
military to
**SAVE MONEY,
REDUCE DEBT, and
BUILD WEALTH**
since 2003.

The Military Saves Pledge

I PLEDGE TO SAVE MONEY, REDUCE DEBT, AND BUILD WEALTH OVER TIME. I WILL ENCOURAGE MY FAMILY AND FRIENDS TO DO THE SAME.

Why Military Saves?

Having adequate emergency savings is still a challenge for many military families.

Military Saves believes that successful saving starts when service members set a goal with the Military Saves Pledge and use the tool to create a plan to reach that goal. Why? Because savers with a plan are twice as likely to save successfully for things like retirement and emergency savings (*America Saves & Artemis, 2016*). And that's what the Military Saves Pledge is—a simple savings plan.

TOP 5 SAVINGS GOALS FOR 2018

- 1 EMERGENCY FUND
- 2 RETIREMENT
- 3 OTHER (FAMILY EXPENSES)
- 4 INVESTMENT SAVINGS
- 5 LARGE PURCHASES

"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!"

– STAFF SERGEANT AT FORT JACKSON, S.C. WHO TOOK THE MILITARY SAVE PLEDGE



**More than
300,000 SAVERS
have taken the
Military Saves
Pledge
SINCE 2007**

Military Saves: An Ongoing Movement

After 15 years of serving as a partner with the Department of Defense (DoD) Financial Readiness Program to motivate military families to save money and focus on their financial readiness, Military Saves finds itself at a critical milestone—it is time to change to meet the changing savings needs of military families, branches of the Armed Forces, and the DoD.

Military Saves is working to meet current needs by bolstering its outreach to partners, customizing its digital resources and exploring ways to better support the daily work of personal financial managers and counselors who serve military families.



Military Saves is reimagining itself as a program...a program that is more than a week-long campaign or a pledge.

IMAGE

Fort Jackson, S.C.: The Financial Readiness Program at Fort Jackson hosted financial workshops and classes that gave soldiers the opportunity to take the Military Saves Pledge to set savings goals.

Military Saves is an ongoing movement to ENCOURAGE POSITIVE SAVINGS BEHAVIOR change in the military community.

Eglin Saves Text-to-Pledge

There's a new way service members and their families can take the Military Saves Pledge, and it's as mobile as they are!

Military Saves is excited to offer text-to-pledge to installations—a tool to help service members and their families set savings goals on the go.

Eglin Air Force Base, Fl., became the first to implement text-to-pledge during Military Saves Week 2018.

By texting EglinSaves to 95577, service members and their families are prompted to take the Military Saves Pledge—a series of five questions—to set a savings goal. The entire process takes seconds. After pledging, savers receive follow up communications to help them stay on track with their savings goal. Look for this new program to roll out to other installations in 2019!

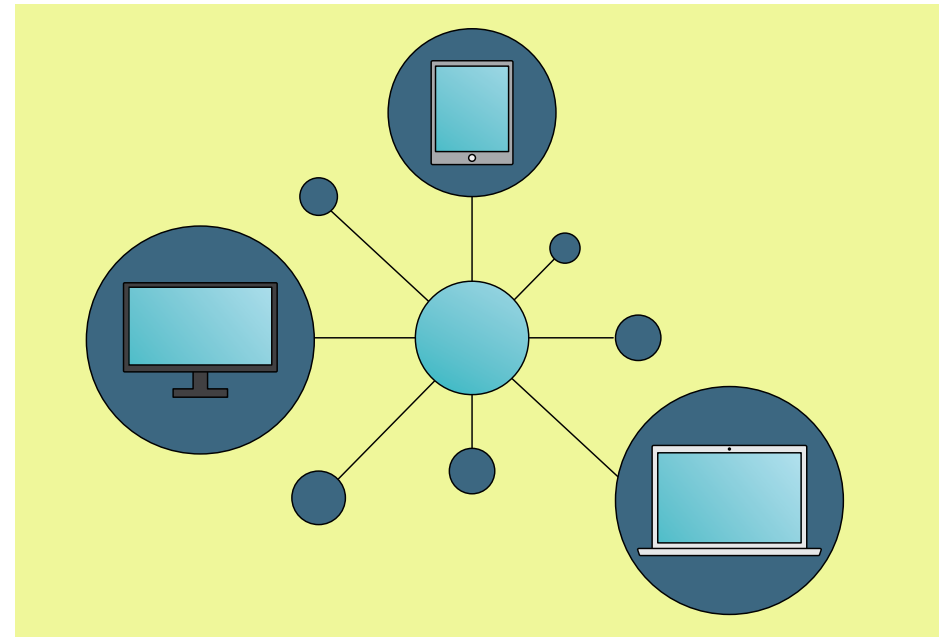


PLEDGE TO SAVE

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.



Summer Convening: First Ever Virtual Partner Update

This summer, Military Saves held its first ever Virtual Partner Update. The meeting was open to strategic partners, installation personal financial managers and counselors, and military-affiliated organizations in an ongoing effort to deepen relationships and provide programmatic information and support.

The meeting was such a success, attendees requested more regular virtual meetings in the future. Along with regularly scheduled Advisory Committee Meetings, Virtual Partner Updates provide a great way for participants from around the world and Military Saves to stay connected.

Supporting Military Savers

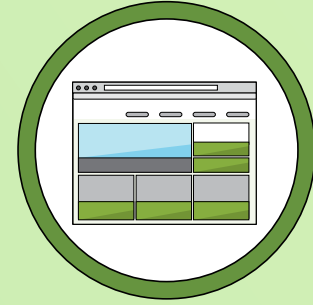
Military Saves supports savers during their savings journey through a variety of ways starting with the pledge. When savers take the Military Saves Pledge, they become part of a savings community to help motivate and support them as they achieve their savings goals. Service members and their families are encouraged to:



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



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.

Military Saves Week 2018

Military Saves Week (MSW) 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. MSW is a worldwide financial readiness celebration that kicks off the campaign year!

Since 2007, more than 300,000 (and counting) service members and their family members have taken the Military Saves Pledge to save money, reduce debt, and build wealth. Every year, hundreds of installations and organizations from all over the world participate in MSW by hosting events that promote savings and financial readiness. **Here are some highlights from January–March 2018.**



Holloman Air Force Base, NM: The Airmen and Family Readiness Program at Holloman Air Force Base hosted financial seminars and a car show to bring additional fun to Military Saves Week 2018.



Installation Participation by Branch



ARMY
87



AIR FORCE
86



NAVY
68



MARINES
52



NATIONAL GUARD
35



COAST GUARD
10

Participation

All branches of the U.S. Armed Forces participated.

600+ individuals signed up from **550+** installations/organizations to participate in Military Saves Week. That's a **27% increase** in organizational participation from MSW 2017! This number includes **83** credit unions and **51** banks.

1,600+ individuals registered on behalf of organizations from all over the world to participate in America/Military Saves Week. Here's a list of participating organizations for [Military Saves Week 2018](#).

Pledges and organizational participation inspired financial engagement and action!

Savers Who Set Goals w/ Pledge Savings Tool (Q1 2018)

25,911

Military Savers
(7% re-pledgers)

48,300

America/Military Savers, combined



TOP

Camp Foster, Okinawa, Japan: Sailors from USNH, along with Personal Financial Management Specialists from Marine Corps Community Services (MCCS) on Okinawa, celebrate Okinawa Military Saves Month with a Military Saves cake cutting ceremony on Feb. 15, 2018.

BOTTOM

Camp Foster, Okinawa, Japan: Captain Cynthia Kuehner, Commanding Officer, U.S. Naval Hospital (USNH) Okinawa, signs a Military Saves Proclamation on Feb. 15, 2018 designating February as Military Saves Month on Okinawa for Sailors assigned to USNH.

Social Media

militarysaves.org

33,200+ visitors brought
100,400+ pageviews



4,781 Followers

Twitter account is up by more than 1,700 followers since March 2017. Prior to MSW, retweets, mentions, and likes all trended upward.



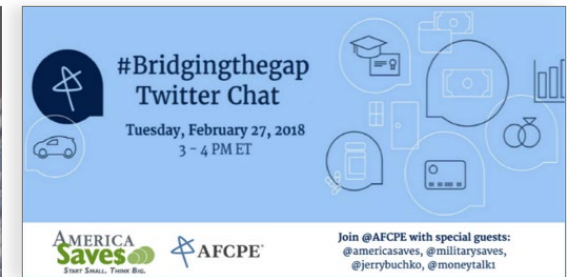
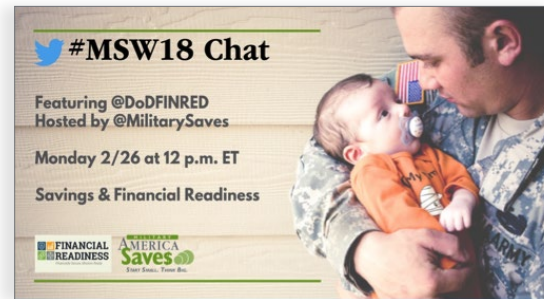
25,000+ Likes

43,740 Average Daily Total Reach
75,661 Average Daily Total Impressions

Numbers trended upward from fourth quarter reflecting increased traffic during MSW.

Live Chats

Military Saves hosted a #MSW18 Twitter chat, participated in an @AFCPE Twitter Chat, was featured in two Google Hangouts/YouTube Live Events (@Experian and @LaceyLangford) and presented during a Department of Labor/VETS webinar to transitioning service members.



Video

Installation news outlets amplified the messages of MSW through video.



U.S. Army Fort, Huachuca, TX



Marine Corps Community Service Miramar/
Marine Corps Recruit Depot, San Diego, CA

Affiliate Support

Military-affiliated programs, publications and government agencies got in on the fun by supporting Military Saves Week on Facebook and Twitter.



Media Coverage

Military Saves Week 2018 shined a spotlight on the importance of savings in personal financial readiness and received local and national media attention from more than 50 news outlets, including:



Snapshots from Military Saves Week 2018

DoD Community Bank

Community Bank hosted more than 200 community activities, including savings workshops for military units, elementary, middle, and high school students, and at youth centers.

Community Bank also provided information and pledge tables at banking centers and the Base Exchange, Post Exchange, commissary, shoppette, dining facility, and many other on-installation locations, and hosted school field trips and bank tours.

Community Bank is operated through a contract between a commercial financial institution and the Department of Defense. Currently the contractor is Bank of America, N.A. The Defense Finance and Accounting Service (DFAS), in coordination with the Military Service banking representatives, is responsible for oversight of Community Bank. Overall, 54 banking centers reached approximately 16,600 military, DoD civilians, and their family members during Military Saves Week, encouraging them to take the Military Saves Pledge and save money.



TOP

Schinnen, Netherlands: A Community Bank associate encourages two Military Police at the commissary to commit to regularly saving for greater financial security and stability by taking the Military Saves Pledge.

BOTTOM

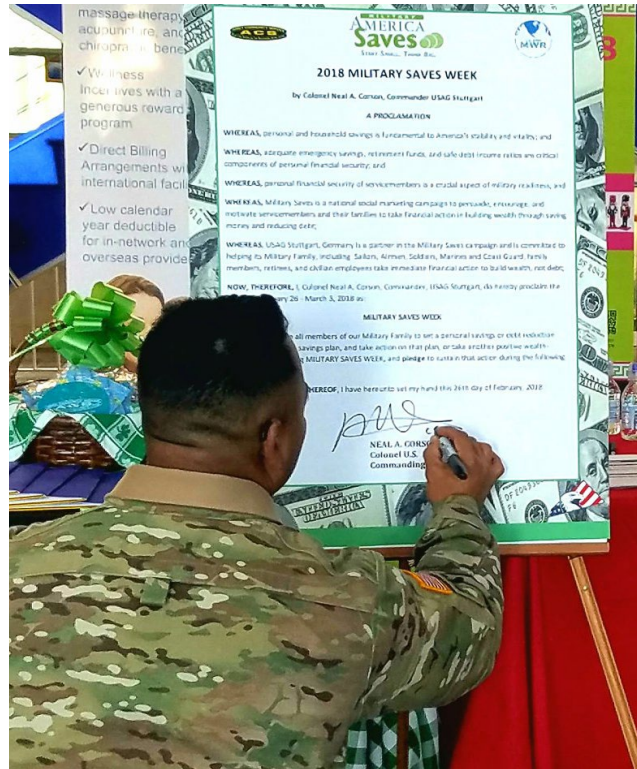
Vogelweh, Germany: A Community Bank associate with approximately 300 first through fifth grade students at the Vogelweh Elementary School, sharing ideas on ways to earn money and explaining the benefit of starting to save now instead of waiting until they are grownups.



FINRA Investor Education Foundation

The FINRA Foundation supported Military Saves Week 2018 through a combination of in-person and online outreach, including:

- Presenting financial readiness briefs to nearly 400 service members and family members through more than a dozen presentations at installations in Spain and Germany;
- Conducting outreach to military members and families in California and Colorado;
- Taping radio interviews with Armed Forces Network for broadcast to U.S. military installations throughout Europe;
- Delivering nearly 2,000 free FICO reports through the Foundation’s myFICO credit score and analysis tool (between Feb. 1 and March 31, 2018);
- Contributing blog posts to the Military Saves website throughout the year; and
- Posting several articles on the SaveAndInvest.org Facebook page to promote the campaign to more than 49,000 followers.



TOP LEFT
The FINRA Foundation’s Pete Chandler and Bud Schneeweis joined Army Community Service’s Merilee Nevins for a Military Saves Week Fair in Joint Base Stuttgart, Germany.

TOP RIGHT
FINRA Foundation’s Bud Schneeweis taught Investing Basics aboard Naval Station Rota, Spain. **Photo credit:** Mr. Pete Chandler, FINRA Investor Education Foundation

LEFT
Command Sergeant Major Mariano Alvarez signs a proclamation kicking off Military Saves Week 2018 at Joint Base Stuttgart, Germany.



USAA Educational Foundation

Celebrated Military Saves Week (MSW) 2018 by:

- Featuring MSW on www.usaaef.org;
- Using social media to help facilitate awareness of MSW;
- Conducting 11 financial readiness presentations that reached 511 service members in support of MSW;
- Providing access to all of the free resources available at www.usaaef.org; and
- Producing a Military Saves Week promotional video that was launched during the week.



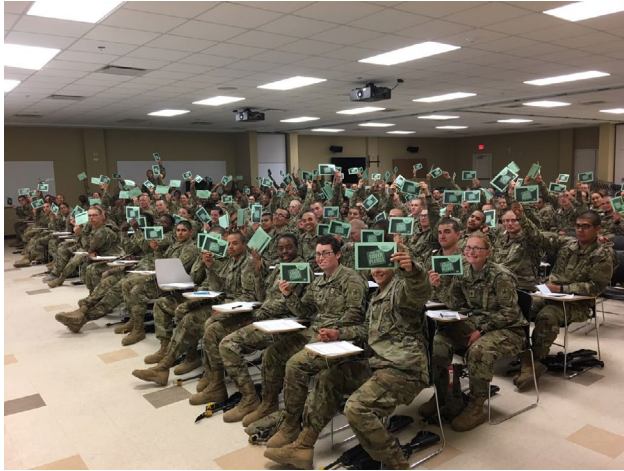
Hands on Banking®

In support of Military Saves Week 2018, Hands on Banking®, a public service provided by Wells Fargo, helped service members and their families by:

- Offering free financial readiness guides to financial educators on military installations. Since 2015, Guideposts, which uses Hands on Banking® exclusively for military content, has distributed more than 650,000 financial readiness guides worldwide. Wells Fargo Foundation provides a grant for printing and distribution.
- Providing free financial education to service members through its website. Since 2013, handsonbanking.org/military has had more than 440,000 unique visitors.



Marine Corps Air Station Iwakuni, Japan celebrates Military Saves with a financial fair.

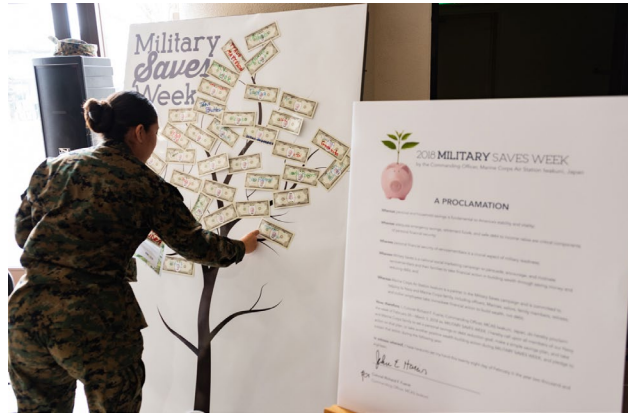


TOP LEFT

Fort Jackson, S.C.: The Financial Readiness Program at Fort Jackson hosted financial workshops and classes that gave soldiers the opportunity to take the Military Saves Pledge to set savings goals.

BOTTOM LEFT

Marine Corps Air Station Iwakuni, Japan: L-R: Veteran Affairs Rep. Ms. Melissa McComb; Ms. Diwata Salomon, 2018 Military Saves Event Coordinator; Master Sgt. Jose Norori; Master Sgt. Jeffrey Swindell; MCAS Iwakuni Executive Officer, Lt. Col. John E. Harris;



TOP CENTER

Marine Corps Air Station Iwakuni, Japan: Participating organizations are lined up for the Military Saves Info Fair, including the Thrift Store, Semper Fit, Navy Federal Credit Union, Community Bank, Youth and Teen Center, Marine Exchange and Defense Commissary.



BOTTOM CENTER

Marine Corps Air Station Iwakuni, Japan: A Marine posts her 2018 Goal on the Military Saves Week Money Tree. Beside the tree is the 2018 Military Saves Proclamation poster.

RIGHT

Marine Corps Air Station Iwakuni, Japan: The Military Saves Money Tree with financial goals.

America Saves Designation of Savings Excellence

In May, five military banks, seven credits unions, and five military-affiliated organizations were awarded the America Saves Designation of Savings Excellence.

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 to open and add to wealth-building accounts.

This is the first year military-affiliated organizations were recognized.



2018 Recipients

MILITARY FAMILY AND FINANCIAL READINESS CENTERS AND YOUTH PROGRAMS

Kadena Air Base, Japan:
Airman and Family Readiness Center

Peterson Air Force Base, Colo.:
Airman & Family Readiness Center Personal Finance Readiness

Naval Base San Diego, Calif.:
Fleet & Family Support Center

Tinker Air Force Base, Okla.:
Youth Program

Travis Air Force Base, Calif.:
Base & Family Readiness Center

BANKS

Armed Forces Bank*
BancorpSouth Bank
Bank of America

Bank of Guam*
Broadway Bank*
Farmers Savings Bank
First Arkansas Bank & Trust*
First Commonwealth Bank
Fort Hood National Bank*
Home Federal Bank
M&T Bank Corporation
Mechanics Bank
SmartyPig by Sallie Mae Bank
Southern Bancorp
WesBanco Bank, Inc.

CREDIT UNIONS

AFFCU, A Federal Credit Union*
Andrews Federal Credit Union*
Beach Municipal Federal Credit Union
Bi-County PTC Federal Credit Union

Eglin Federal Credit Union*
Hanscom Federal Credit Union*
Harvard University Employees Credit Union
Jax Federal Credit Union
Keys Federal Credit Union
MECU of Baltimore
Navy Federal Credit Union*
New Horizons Credit Union
Pacific Marine Credit Union*
Pioneer Valley Credit Union
R.I.A. Federal Credit Union
Service Credit Union*
Westmark Credit Union

*Military-affiliated banks and credit unions



Germany: Service Credit Union celebrated Military Saves Week 2018 at its branches in Stuttgart, Hohenfels, and Baumholder, Germany.

Military Saves Week Savings Champions

This summer, Military Saves recognized 10 Savings Champions for their extraordinary efforts to motivate U.S. service members and their families to develop a savings habit during Military Saves Week. This is the first year the award was presented.

Selections were made based on the number of Military Saves Pledges each installation collected.



1	FORT LEONARD WOOD, MO
2	FORT HOOD, TX
3	LITTLE ROCK AIR FORCE BASE, ARK
4	GRAFENWOEHR (VILSECK), U.S. ARMY GARRISON, GERMANY
5	FORT BLISS, TX
6	MARINE CORPS AIR STATION IWAKUNI, JAPAN
7	MARINE CORPS BASE CAMP SMEDLEY D. BUTLER, JAPAN (CAMPS FOSTER, KINSER, COURTNEY, HANSEN, SCHWAB, AND MARINE CORPS AIR STATION FUTENMA)
8	RAMSTEIN AIR BASE, GERMANY
9	FORT JACKSON, SC
10	YOKOTA AIR BASE, JAPAN



TOP LEFT & RIGHT
Fort Bliss, Texas: Fort Bliss Financial Readiness Program celebrated Military Saves Week 2018 with a spin-the-wheel financial game and information table at the commissary and hospital.

BOTTOM
Fort Leonard Wood, Mo.: Soldiers attend a workshop on financial readiness during Military Saves Week.

Military Saves Advisory Committee

The Military Saves Advisory Committee is made up of many organizations that provide their expertise and guidance. Members of the Advisory Committee convene to collaborate on Military Saves' mission to help service members and their families save money, reduce debt, and build wealth.

Air Force Aid Society	Association for Financial Counseling and Planning Education	HQ Air Force Reserve Command (Chief, Airman & Family Readiness)	Office of the Assistant Secretary of Defense/Reserve Affairs
Air Force Banking Office	Association of Military Banks of America	IMCOM Policy: Project Analyst/ Financial Readiness	Office of the Comptroller of the Currency
Air Force Personal Financial Readiness	Association of the United States Army (AUSA)	Investor Protection Trust	Office of the Secretary of Defense
Air Force Reserve	Blue Star Families	Marine Corps Banking Office	Office of the Secretary of Defense, Office of Military Community and Family Policy
Airman, Family & Community Operations Branch Directorate of Personnel Services	Boys & Girls Clubs of America	Marne Corps Installations West	Office of the Secretary of Defense/ Personnel & Readiness
American Bankers Association	Certified Financial Planner Board	Military Officers Association of America	Office of the Secretary of Defense/ Personnel & Readiness- Youth
American Institute of CPAs	Consumer Financial Protection Bureau - Office of Servicemember Affairs	NASAA, Military Outreach Project Group	Operation HOPE
American Savings Education Council/ Employee Benefit Research Institute	Council of Better Business Bureaus Military Line	National Association of Federally-Insured Credit Unions	Pentagon Federal Credit Union
Armed Forces Bank	Defense and Finance Accounting Service, DoD Banking and Credit Unions	National Credit Union Administration	Securities and Exchange Commission
Armed Forces Financial Network	Defense Credit Union Council	National Foundation for Credit Counseling	US Bank
Armed Forces Tax Council	Department of Defense State Liaison Office	National Guard Bureau Office of the NGB Comptroller	US Coast Guard Mutual Assistance
Army Banking Office	Department of the Treasury, Director, Office of Financial Education	National Military Family Association Government Relations	US Coast Guard Office of Work-Life USAA
Army Community Covenant	Commonwealth	Navy and Marine Corps Relief Society	USAA Educational Foundation
Army Department of Defense Education Activity	Federal Deposit Insurance Corporation	Navy Banking Division	Wells Fargo Bank
Army Emergency Relief	Federal Retirement Investment Board, Thrift Savings Plan	Navy Banking Office	
Army Installation Management Command	Federal Trade Commission	Navy Federal Credit Union	
Army Manpower and Reserve Affairs	Financial Planning Association	Navy Manpower and Reserve Affairs	
Army Personal Financial Manager; Soldier and Family Readiness Division	FINRA Investor Education Foundation	Navy Personal Financial Manager Program	
Army Public Affairs Office		Office of Personnel Management	

Mark Your Calendars & Connect!

Join us for Military Saves Week 2019!

Monday, Feb. 25 – Saturday, March 2



Visit us online

www.militarysaves.org



Email us!

info@militarysaves.org

Find us on social media!



@MilitarySaves



@Military.Saves

Military Saves Team

Alecia D. Blair AFC®
Military Saves Director

Lindsay Ferguson
Director of Strategic Engagement

Tammy Bruzon
Digital Engagement Strategist

Darlene Aderaju
Communications Associate

Military Saves 2018 Annual Report

WRITTEN BY
Alecia D. Blair

DESIGNED BY
Kelly V. Bryan

Military Saves Funding

Military Saves is made possible, in part, through the generous support of the FINRA Investor Education Foundation, USAA Educational Foundation, and Hands on Banking®, a public service provided by Wells Fargo.



THE USAA
EDUCATIONAL
FOUNDATION