



**SAVING FOR COLLEGE**  
JULY 28<sup>TH</sup> – SEPTEMBER 7<sup>TH</sup>

Military Saves' goal is to promote the importance of savings and encourage servicemembers and their families to take financial action. To help the military servicemembers that you serve save more successfully and to promote the importance of savings at a national level, we have put together this resource packet with you in mind.

This resource packet contains a sample article, suggestions for social media content, and tools and resources designed to **help you communicate with the public, your audience, and with other organizations about how to save for college.** Look for new packets from Military Saves every six weeks.

This resource packet includes:

1. [Sample Article](#)
2. [Facebook and Twitter Posts](#)
3. [Tools and Resources](#)
4. [Four-question survey](#)

We encourage you to use this material to:

- Augment the savings information you already provide to others;
- Encourage individuals to [Pledge as Savers in the Military Saves campaign](#), thereby creating and committing to a basic savings or debt reduction plan and;
- Position your organization as "in front" of the savings message and the need to save, particularly in uncertain economic times.

We want to hear from you. Please take a moment to [complete this four-question survey](#) on the usefulness of this material.

## SAMPLE ARTICLE

Use this content for your blog, newsletter, email communications, or any other publication. You can either rewrite the information or use as a guest post.

## Is College Still a Good Investment?

By Katie Bryan

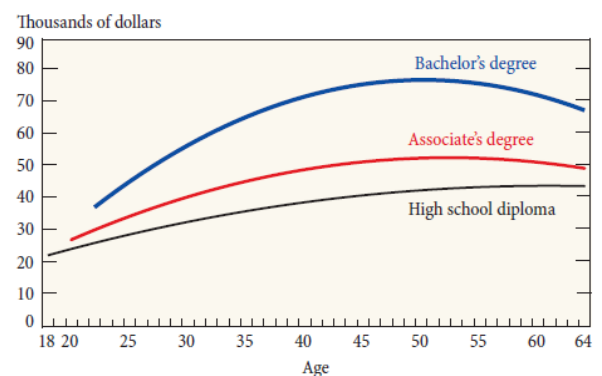
You may have heard that student loans now top a trillion dollars or that the total amount of student loan debt surpasses the total amount of credit card debt. These numbers can be off-putting and may have you questioning whether college is still a good investment.

### But It's Not All Bad News

Last month the Federal Reserve Bank of New York wrote that attending college is still a good investment for your financial future, stating that over their lifetime workers with a bachelor's degree earn over \$1 million more than those with only a high school diploma.

Additionally, students and their parents are increasingly turning to grants and scholarships to pay for college. On average this type of free money now pays for 30% of college costs, up from 25% four years ago, according to [Sallie Mae](#). But parents and students still carry the burden. In the 2013 Sallie Mae study parents covered 36% of college costs and students covered 29% on average. Since it is still such a great investment to attend college, the trick becomes saving as much as you can to reduce the amount of your loans and finding as much free money as you can.

Life-Cycle Wage Profiles, by Education  
2013



Source: U.S. Census Bureau and U.S. Bureau of Labor Statistics, Current Population Survey, March Supplement.  
Note: Wages are adjusted to control for differences in worker characteristics.

### 5 Tips for Saving for College

- 1. Start Saving as Soon as You Can** – Even small amounts of saving will build up over time and will reduce the amount of loans you have to pay back later. Two popular ways to save are through [529 plans](#) and [savings bonds](#). There is a lot to know when choosing a savings option, so visit the links to learn more.
- 2. Find Free Money** – This can be the key to saving you thousands of dollars in interest you would need to pay later. There are billions of dollars available to those who put in the effort to apply. Check out [StudentAid.ed.gov](#), [go.salliemae.com/scholarship](#), and <http://www.collegeboard.com>.
- 3. Work While You're in School** – Remember that any money you can save or earn before and during college will reduce the amount of loans you need to take and save you money you would pay later.
- 4. Consider Your Options** – College costs a lot. You may have dreamt about going to that Ivy League School since you were young, but can you afford it? Compare the amount you will need to pay at the colleges you get into. You may find that one school offers you more grants than another.
- 5. Get Tips and Reminders to Save** – Military Saves can help students and their parents keep college savings top of mind. Sign up for our [free newsletter](#) with helpful tips and reminders by taking the Military Saves Pledge and choosing "Education" as your savings goal.

Katie Bryan works for America Saves, managed by the nonprofit Consumer Federation of America (CFA), which seeks to motivate, encourage, and support low- to moderate-income households to save money, reduce debt, and build wealth. Learn more at [americasaves.org](#).

## SAMPLE SOCIAL MEDIA POSTS

Share the following messages with your Facebook & Twitter Followers.

### #SavingsTipTuesday

**7/29** – Explore & research your options to help find the best value in your #education! <http://ow.ly/zG24A> via @MilitarySaves #SavingsTipTuesday

**8/5** – Earning \$\$ while in school can help keep costs down. \$ earned is \$ not borrowed! <http://ow.ly/zy37m> via @MilitarySaves #SavingsTipTuesday

**8/12** – Learning good habits young can start the #education #savings process early! <http://ow.ly/zG355> via @MilitarySaves #SavingsTipTuesday

**8/19** – 7 steps to successful #studentloan payment via @MilitarySaves & @SallieMae: <http://ow.ly/zy8Q1> #education #SavingsTipTuesday

**8/26** – Avoid a ton of #student #debt with these helpful tips via @MilitarySaves & @AmericaSaves <http://ow.ly/zG4Qc> #SavingsTipTuesday

**9/2** – Paying off an #education loan? Make sure you choose the best repayment option via @MilitarySaves <http://ow.ly/zG6tt> #SavingsTipTuesday

### #SavingsFactFriday

**8/1** – #Saving for #education is important. Make sure you have a plan! via @MilitarySaves <http://ow.ly/zG4Qc> #SavingsFactFriday

**8/8** – 529s, CDs, bonds & #money market are just a few accounts to save for you #education. <http://ow.ly/zlvWO> @MilitarySaves #SavingsFactFriday

**8/15** – A 529 is a tax-advantaged #savings plan designed to make #college attainable. <http://ow.ly/zlyls> via @MilitarySaves #SavingsFactFriday

**8/22** – #DidYouKnow #savings bonds may be used to pay for qualified #tuition expenses. <http://ow.ly/zlyVI> via @MilitarySaves #SavingsFactFriday

**8/29** – #Grants & #scholarships are often called “gift aid” b/c they are free #money. <http://ow.ly/zlzNX> via @MilitarySaves #SavingsFactFriday

**9/5** – #Saving is important b/c it helps students graduate w/o huge #financial burden. <http://ow.ly/zlwRa> via @MilitarySaves #SavingsFactFriday

### Additional Posts

The easiest & most effective way to save 4 #education is automatically. Find out how to w/ My Pay <http://ow.ly/sGUX0> via @MilitarySaves

Are 529 Plans the Best Way to Save for College? Get the pluses & the minuses here: <http://ow.ly/zG9Vb> via @MilitarySaves #savings

Set a goal, make a plan, #save automatically – Pledge to #save today! <http://ow.ly/s9FnP> via @MilitarySaves

Do you have a savvy tip, trick or story about #saving? Share it with @MilitarySaves! <http://ow.ly/uXxmp>

Check out these 7 ways for #college students to #save! <http://ow.ly/zlC1E> via @MilitarySaves #bike #work #books #food, #budget



## TOOLS & RESOURCES

Share the following tools and resources with your audience and with other organizations.

### Military Saves Resources

- Military Saves Blog:
  - [How to Find Information on Education Benefits for Military Families](#)
  - [Saving For College: 529 Accounts](#)
  - [Sending Your Teen off to College? Here Are Some Tips to Help Them Spend Wisely](#)
  - [Saving for College: Graduating with the Least Amount of Debt](#)
  - [Comparing Educational Choices](#)

### Other Resources

- [Saving For Your College Education](#) – America Saves
- [Saving at College: How One Student Encourages Saving on Campus](#) – America Saves
- [Know Before You Owe: Student loans project](#), CFPB
- [Smart Saving For College – Better Buy Degrees](#), FINRA
- [What is the value of higher education?](#) The Motley Fool
- [Financial Aid Shopping Sheet](#), U.S. Department of Education
- [An Introduction to 529 Plans](#), U.S. Securities and Exchange Commission
- [Making Student Loans More Affordable](#) – The White House

### Research

- [Trends in College Pricing](#), The College Board
  - [How America Pays for College 2013](#), Sallie Mae
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