24 May 2016
Military Saves Quarterly Advisory Meeting
Military Saves Overview

- Welcome & Introductions
- DoD Financial Readiness
- Military Saves Update
  - #MSW2016
  - 2016 MSW Reporting Surveys
  - America Saves Designation of Savings Excellence
  - Military Saves Text Messaging Service
- FINRA Foundation
- Around the Table Report Out & Questions
Brenda McDaniel, Program Manager, Personal Finance, Office of Family Readiness Policy
Office of the Deputy Assistant Secretary of Defense

24 May 2016
Pentagon Financial Fair Participants

- Association of Military Banks of America
- Consumer Federation of America
- Defense Civilian Personnel Advisory Service
- Defense Credit Union Council
- Department of Housing & Urban Development
- Department of Veterans Affairs
- FDIC
- Federal Trade Commission
- FINRA Investor Education Foundation
- Military OneSource
- National Military Family Association
- National Association of Federal Credit Unions
- National Credit Union Administration
- Navy Federal Credit Union
- Office of the Comptroller of the Currency
- Pentagon Federal Credit Union
- Personal Financial Counselors
- Securities & Exchange Commission
- Social Security Administration
- Thrift Savings Plan
- USDA
The Financial Readiness Roundtable

American Financial Services Association Education Foundation (AFSA)  
Association of Military Banks of America (AMBA)  
Better Business Bureau (BBB)  
Consumer Federation of America (CFA) (Military Saves)  
Consumer Financial Protection Bureau (CFPB)  
Defense Credit Union Council (DCUC)  
Federal Deposit Insurance Corporation (FDIC)  
Financial Industry Regulatory Authority (FINRA)  
Federal Trade Commission (FTC)  
National Association Federal Credit Union (NAFCU)  
National Credit Union Administration (NCUA)  
National Foundation for Credit Counseling (NFCC)  
National Institute of Food and Agriculture (NIFA)  
National Military Family Association (NMFA)  
Security Exchange Commission (SEC)  
DoD State Liaison Office  
OUSD (Comptroller)  
Military Community Family Policy  
Transition to Veterans Program Office
The 2016 Memo from the Office of the Chairman of the Joint Chief of Staff is issued supporting Military Saves Week

The 2016 Military Saves Campaign is endorsed by senior enlisted military leadership.
Jan. 1-March 31, 2016: 30,251 took the pledge!

To date, 30,727 have taken the pledge!

- ARMY 16,341 Pledges
- Navy 3,785 Pledges
- Air Force 7,463 Pledges
- Marines 2,586 Pledges
- Coast Guard, National Guard, and Reserves 552 Pledges
Military Saves Week 2016

- Military Saves Week 2016
  - 793 Organizations
  - Including 150 banks & credit unions
Military Saves Week 2016

- **Military Times**
  Consumer Watch: Start your savings plan this week—here’s why

- **Credit.org**
  Military Saves Week: Day 3, Save Automatically

- **Task & Purpose**
  It’s Time to Make Every Week into Military Saves Week

- **Defense Commissary Agency**
  Commissaries, Military Saves Week offer ways to stretch dollars

- **Marine Corps**
  What is Military Saves Week?

- **AmeriForce Publishing Military News**
  Army Reserve Encourages Soldiers and Families to Save
Military Saves Week 2016


Twitter: 2,316 Followers

Facebook: 23,149 Likes

Website Users: 24,105
How was your #MSW2016? Military Saves wants to know!

Survey went live March-April to solicit feedback from installations and financial institutions; learn about #MSW2016 activities for inclusion in MSW Report.

Due to low participation by some branches, this survey will be reopened on our website and through email.
On May 18, 2016, 34 banks and credit unions received the America Saves Designation of Savings Excellence, which recognizes banks and credit unions that went above and beyond to encourage people to save money during America Saves Week and/or Military Saves Week.

More than 100,000 new wealth building accounts opened as part of America and Military Saves Week.

Congratulations to the military banks and credit unions who received this honor!
Military/America Saves would like to recognize the following banks and credit union Designation of Savings Excellence recipients.

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<tr>
<th>Banks</th>
<th>Credit Unions</th>
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<td>Armed Forces Bank</td>
<td>Air Force Federal Credit Union</td>
<td>Navy Federal Credit Union</td>
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<td>BancorpSouth</td>
<td>Andrews Federal Credit Union</td>
<td>Pacific Marine Credit Union</td>
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<td>Biddeford Savings</td>
<td>Arsenal Credit Union</td>
<td>Pen Air Federal Credit Union</td>
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<td>Broadway Bank</td>
<td>Belvoir Federal Credit Union</td>
<td>Pioneer Valley Credit Union</td>
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<td>Dean Bank</td>
<td>Democracy Federal Credit Union</td>
<td>R.I.A. Federal Credit Union</td>
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<td>Farmers Savings Bank</td>
<td>District Government Employees Federal Credit Union</td>
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<td>FirstCapital Bank of Texas</td>
<td>Eglin Federal Credit Union</td>
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<td>M&amp;T Bank</td>
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<td>Torrington Savings Bank</td>
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To celebrate National Financial Literacy Month (April), Military Saves launched text message service with recruitment campaign. Subscribers were entered to win $500.

Text message sign up outside of pledge. Future plan, sign up within the pledge.

Text messages align with savers’ pledge goals.

757 savers signed up for text messaging.

More drawings to come to continue recruitment efforts.

Thank you to Navy Federal Credit Union for its generous support of this new initiative!
FINRA Foundation

2016 Military Saves Activities
Feb-Apr 2016

- 25 Speaking Events at locations in FL (3), GA (1), HI (3), AK (3) (the 16 in AK included SEC)
- Connected with 788 service members or spouses
- 2,081 myFICO user registrations
- 1,057 FICO Report deliveries (thru May 22, 2016)
Military Saves Week

Eglin AFB Kickoff

Schofield Barracks, HI
Thank you!

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www.MilitarySaves.org