



MILITARY SAVES PARTNER RESOURCE PACKET
VOLUME 5 ISSUE 4

MILITARY MILLENNIALS
JUNE 13TH - JULY 17TH

Military Saves' goal is to promote the importance of savings and encourage servicemembers and families to take financial action. To help the people you serve save more successfully and to promote the importance of savings throughout your footprint, 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 saving strategies, debt, and life milestones that financially affect young adults in the military age 18 - 34, also known as Millennials or Generation Y.

This resource packet includes:

1. [Sample Article](#)
2. [Facebook and Twitter Posts](#)
3. [Tools and Resources](#)

We encourage you to use this material to:

- Augment the savings information you already provide to others;
- Encourage individuals to [take the Military Saves pledge](#), 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.

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.

Military Millennials: What's Your Emergency Savings Tactical Mission Plan?

By: Letty Stevens, AFC®

Millennial servicemembers, do you have an emergency savings SMEAC? Whether you're just building emergency savings or adding to it, here's a basic emergency savings tactical mission plan for you to use today. When you have a plan, it's easier to save.

S: Situation

M: Mission

E: Execution

A: Administration and logistics

C: Command signal (terms, code and signals)

SITUATION: If you are not saving a percentage of each paycheck to create an emergency savings account and to save for your financial goals, you may have a serious situation on your hands.

What stops someone from saving up for his or her financial goals? Let's think about this. The opposite of saving is spending, and you are surrounded by this enemy every day. This enemy is highly trained in the marketing of its product. When you go into a grocery store, you are the target. From the music you hear to the colors you see, everything is strategically implemented to get you to spend your hard earned money. Even Harvard contributes to [the science of marketing](#). It's no wonder so many people are in debt!

MISSION: The mission of Military Saves is to help you reduce debt and build long-term wealth through financial action. So, how do we learn to do this?

- **Reading:** It is best to learn from those who are [succeeding at financial management](#). Reading about financial management is a good start. You are reading this article, so we can check that box.
- **Speaking:** Make talking about your finances a healthy conversation by focusing on goals. But who can you talk with? Who do you trust enough to speak freely about something as personal as your finances? If you are married, please start the conversation with your spouse. I reference [this list](#) before speaking with my spouse about our finances. If you are having a hard time speaking with your spouse about your finances, you can always get free assistance from [financial professionals on your installation](#). [Military OneSource](#) also has financial counselors available, and they are just a phone call away.
- **Doing:** This situation requires a plan. A financial plan is unique to the individual because it often depends on what you value. *What do you value?* When you know what your values are, you can easily identify where you want your money to go and, more importantly, where the financial holes are. This is the beginning of a budget. The younger you start learning, the more you can save.
- **Teaching:** It is our parents who provide the foundation for our adult lives. Unfortunately, not everyone learns good money habits from their parents. If this is the case, teach yourself. Newly married couples teach each other. Parents, teach your children.

EXECUTION: Start the conversation today! The sooner you begin reading and talking about savings, the sooner you can start to change your behavior to line up with your financial goals. What percentage of your pay can you save per paycheck? When will you set up that automatic saving deposit at the bank? Who is your buddy who will hold you accountable? You have a stable paycheck and numerous resources to help you along as you create your financial plan and work on your financial goals.

ADMINISTRATION: You are the sole administrator of your finances. When a married servicemember deploys, the spouse often becomes the administrator. Should you seek expert advice, again the free financial counseling found on your installation is the way to go.

COMMAND/ SIGNAL: You are a confident servicemember. Are you confident that you can reduce your spending and increase your saving? Since you've already started by reading this blog, you should be confident. Keep reading, keep learning and keep saving.

Set a goal. Make a plan. Save automatically.

SAMPLE SOCIAL MEDIA POSTS

Share the following messages with your Facebook & Twitter followers.

#SavingsTipTuesday

Put money aside at a young age for #investing and enjoy compound interest. <http://ow.ly/kilG3011bui>
@MilitarySaves #SavingsTipTuesday

Try to save 10-15% of your gross pay, starting with a separate emergency fund. <http://ow.ly/8hGb3011cqT>
@MilitarySaves #SavingsTipTuesday

#Millenials: #Save & grow your money for weddings, babies, & other milestones. <http://ow.ly/O2jJO>
@MilitarySaves #SavingsTipTuesday

Don't buy an expensive car. Try to keep transpo costs to 10-15% of your gross pay. <http://ow.ly/rK1H30164iL>
@MilitarySaves #SavingsTipTuesday

Start #saving early to make big gains from compound interest. More tips for #GenY: <http://ow.ly/O2IMT>
@MilitarySaves #SavingsTipTuesday

There's more to the cost of a #car than the #purchase price. Tips to consider: <http://ow.ly/O2sWs>
@MilitarySaves #SavingsTipTuesday

3 #Lifhacks to help #millennials prepare for #retirement: <http://ow.ly/O2C5a> @MilitarySaves
@AmericaSaves #SavingsTipTuesday

Additional Posts

Preparing for #parenthood: plan & #save for those first year expenses! <http://ow.ly/O2nyl> @MilitarySaves

Buying a car within 5 years is important to #military #millennials <http://ow.ly/O2rDA> @NavyFederal @MilitarySaves

#Saving in the #TSP can help avoid the stress 80% of #millennials feel about money. <http://ow.ly/O2uV0> @MilitarySaves

Learn how to #save more in your twenties. 7 Savings Tips for Young Adults: <http://ow.ly/O2Bzd> @MilitarySaves

#Save automatically using an allotment with #myPay to transfer funds monthly into a #savings account
<http://ow.ly/HNS3c> @MilitarySaves

#Saving for retirement, a car, a college education? Take the #Military Saves Pledge to maximize your saving!
<http://ow.ly/DP8gU> @MilitarySaves

Start an emergency fund by saving \$10/week or \$40/month to save \$500 by the end of the year <http://ow.ly/HNQyH>
@MilitarySaves

No need to fear #saving and #investing. Do it automatically and move forward with your goals! <http://ow.ly/HNS7i>
@MilitarySaves

Opening a #mySocialSecurity account is quick, safe & easy. Get your account today at
www.socialsecurity.gov/myaccount. @SocialSecurity @MilitarySaves

#SavingsFactFriday

Millennials make up nearly 3/4 of servicemembers in the military. <http://ow.ly/hhiY3011b0G>
@FINRA_Investor @MilitarySaves #SavingsFactFriday

Thousands of servicemembers younger than 35 have saved \$100,000+ in their TSP. <http://ow.ly/uEGX30167PS>
@MilitarySaves #SavingsFactFriday

Only 17% of servicemembers qualify for military pension. Contribute to your #TSP! <http://ow.ly/E4z330168B2>
@MilitarySaves #SavingsFactFriday

One trait #millennials have in common: the need to #save \$\$\$ for the future. <http://ow.ly/O2mFW>
@MilitarySaves #SavingsFactFriday @USAA

73% of #military personnel are #millennials: 2014 @FINRAFoundation study. <http://ow.ly/O2qHT>
@MilitarySaves #SavingsFactFriday

#Retirement will cost close to \$2M for today's #millennials. <http://ow.ly/O2pnB> @MilitarySaves
@military1Source #SavingsFactFriday

40% of Guard & Reserve #millennials used non-bank #borrowing within the last 5 yrs. <http://ow.ly/O2qHT>
@MilitarySaves #SavingsFactFriday

TOOLS & RESOURCES

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

Military Saves Resources

- [Three Must-Do Money Moves for Military Millennials](#)
- [Military Millennials: What the Research Reveals](#)
- [Young and in the Military: Five Tips for Financial Success](#)
- [Three Ways to Add \\$100,000 to Your TSP Retirement Account](#)
- [Careful Considerations for College Financing](#)
- [Six Smart Budget Tips to Turn "Surprise" Into "I've Got This"](#)
- [3 Things Generation Y Needs to Consider About Retirement](#)
- [10 Money Tips for College Grads](#)
- [Financial Strategies by Generation \(for Young, Middle Aged, and Older Adults\)](#)
- [Having a Baby? Time to Start an Emergency Fund!](#)
- [How to Prepare for Getting Caught in the Middle of the "Sandwich"](#)
- [I'm Still Young, Why Does Everyone Keep Bugging Me About Retirement?](#)
- [Last Minute Advice for Generation Y](#)
- [Military? Millennial? Now is the Best Time to Contribute to the TSP](#)
- [Millennials Face Financial Strain](#)
- [Save for a Car](#)
- [Saving for Life's Special Events](#)
- [Seven Savings Tips for Young Adults](#)
- [There's Always Money in the Banana Stand, Right?](#)

Other Resources

- [America Saves](#)
 - [More Millennials Are Living At Home](#)
 - [New Partner Packet: Retirement Savings: It's Time to Sweat the Small Stuff](#)
 - [Retirement #Lifehacks for Millennials](#)
- [Military OneSource](#)
 - [How to Develop and Follow a Financial Plan in Your 20s and 30s](#)
- [The USAA Educational Foundation](#)
 - [A Saving Strategy for Millennials \(and Other Generations\)](#)

Research

- [Consumer Federation of America](#)
 - [6th Annual Credit Score Survey Reveals Large Majority Know Credit Score Basics But Don't Understand Important Details \(*Millennials Have Poorer Understanding of Credit Scores than do Gen-Exers*\)](#)
- [Experian](#)
 - [Millennials come of age \(2014\)](#)
- [FINRA Investor Education Foundation](#)
 - [Millennials in the Military - An Examination of Financial Capability \(2014\)](#)
- [McGraw Hill Financial](#)
 - [Millennials and the US Economy \(2015\)](#)
- [Navy Federal Credit Union](#)
 - [Economic Outlook Survey \(2014\)](#)
- [Pew Research Center](#)
 - [Millennials: Confident. Connected. Open to Change. \(2010\)](#)