



OFFICE OF THE CHAIRMAN OF THE JOINT CHIEFS OF STAFF

WASHINGTON, DC 20318-9999

24 September 2014

MEMORANDUM FOR CHIEFS OF THE MILITARY SERVICES
COMMANDERS OF THE COMBATANT COMMANDS
SENIOR ENLISTED ADVISORS OF THE MILITARY SERVICES
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SUBJECT: 2015 Military Saves Campaign

1. The 2014 Military Saves Campaign made many Service members and their families aware of the tremendous power of saving and setting financial goals for the future. To kick off the 2015 Military Saves Campaign, the Department of Defense has designated 23-28 February 2015 as Military Saves Week. As part of the larger nationwide America Saves Campaign, the Military Saves Campaign is conducted in cooperation with the Consumer Federation of America, one of the Department of Defense's official financial readiness nonprofit partners.
2. The Military Saves Campaign is a Total Force command program. It provides an excellent opportunity for leaders at all levels and in all Components—Active Duty, National Guard, and Reserve—to motivate and educate Service members and their families. We are asking our military members to commit to a goal of financial fitness.
3. The Military Saves Campaign is a year-long effort. Military Saves Week is an opportunity for our military community to come together with Federal, state, and local resources, including military banks and credit unions, to focus on the financial readiness of military members and their families and help them reduce debt and save their hard-earned money. The America Saves slogan, "Start Small, Think Big," is shared by Military Saves and refers to the long-term benefits of saving a little each month.
4. It is particularly important to engage our military spouses, who play a vital role in ensuring the financial well-being and stability of military families. Furthermore, by learning good financial habits early in life, our children will strengthen their financial fitness for the future. In support of Military Saves, please sponsor financial awareness events, where practical, within your commands. Encourage your personnel to access www.militarysaves.org, take the "Saver Pledge," and support the 2015 theme, "Set a Goal, Make a Plan, Save Automatically."
5. We wish you great success for the 2015 Military Saves Campaign.

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of the Joint Chiefs of Staff

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