



## **Military Saves Guidelines for Participating Organizations**

Military Saves is a free program. Organizations that want to participate in Military Saves do so because they are primarily interested in helping military members and their families save money. Participating organizations do not receive any benefits, real or implied, for their participation in Military Saves.

Organizations may participate in various ways, depending on their resources and interests. Activities include promoting saving in and through their own organizations; developing and marketing new and better savings instruments and other wealth building products; providing volunteers, funding, and other support to local campaigns; and providing financial and technical resources to support staff, travel, equipment, website, and other aspects of the national campaign.

### **FAQ**

#### **Who sponsors Military Saves, and why?**

Military Saves is a part of America Saves ([www.americasaves.org](http://www.americasaves.org) and [www.americasavesweek.org](http://www.americasavesweek.org)), a national social marketing campaign sponsored by Consumer Federation of America (CFA), a non-profit consumer advocacy organization. The campaign's purpose is to increase the national savings rate and decrease the consumer debt load by persuading people to save money and reduce debt, ultimately changing America's social norm to saving and wealth building.

#### **How does Military Saves work?**

A network of government, non-profit, and for-profit organizations carries out the activities of the campaign. Through participation in the campaign, an organization commits itself and its resources to promoting savings to its constituents through a variety of means; to using and promoting use of the Military Saves brand; to participating in special promotions during America Saves Week/Military Saves Week and throughout the year; and to respecting the boundaries and guidelines of Military Saves, America Saves, and all relevant Department of Defense and military service laws, instructions, regulations, and directives.





## **What are participating organizations encouraged to do?**

We ask all participating organizations to develop in-house promotional programs to encourage their members, employees, and customers to save. This impacts the military member only if the member is already part of that organization. The act of a partner or member joining Military Saves does not impact third party relationships.

## **Can our organization teach military members about money?**

Organizations that offer financial literacy resources to military personnel and their families through their relationship with Military Saves must observe the following boundaries:

- 1) All DOD and military service directives, instructions, and regulations regarding the offering of those financial literacy resources must be observed;
- 2) All electronic financial literacy resources offered through Military Saves must be accessed through commercial-free websites;
- 3) All financial literacy resources offered in face-to-face settings, whether co-branded with Military Saves or not, are provided at the invitation and with the consent of the local military commander.

## **What about banks and credit unions?**

Financial institutions are key participating organizations in Military Saves. Both the Defense Credit Union Council (DCUC) and the Association of Military Banks of America (AMBA) and their member financial institutions are excellent resources. Military Saves encourages financial institutions to develop more competitive and better savings products for use by military members and their families during Military Saves Week and throughout the calendar year.

## **What is a “Military Saver” Financial Product?**

During Military Saves Week, financial savings products can be designated “Military Saver” products if they meet minimum affordability guidelines: no fees or minimum balance for at least 18 months (to allow small savers to build up a balance over time); interest bearing; and no minimum opening balance.





## **How can Military Saves help our installation or community?**

The success of Military Saves is found at the local military installation where commanders support base and installation activities and where numerous local organizations join together in a coordinated effort to assist military members and their families. Military Saves encourages the service financial counselors, defense credit unions, military banks, and other appropriate organizations to offer resources at the local level. When necessary, Military Saves will work with the appropriate DoD and Service headquarters staff to identify local points of contact. Finally, Military Saves will work to help explain (in layman's terms) the various rules and requirements related to providing financial services and information to military members. If you need help connecting in your local area, email your needs to [info@militarysaves.org](mailto:info@militarysaves.org) and Military Saves will point you in the right direction or channel your concern to the appropriate people at the national level.

## **What is the relationship between Military Saves and the FINRA Investor Education Foundation?**

The FINRA Investor Education Foundation is Military Saves' lead funder. Through its partnership agreement with the FINRA Investor Education Foundation, Military Saves has agreed to credit SaveAndInvest.org on its website and on its materials and to promote SaveAndInvest.org when possible.

## **Ready to Join?**

[Please join](#) the Military Saves Campaign and help to change the way that America's servicemembers and their families save money!

For more information, [click here](#) to choose a resource kit. [Click here](#) to download free resources for your organization, and get campaign branding guidelines.

If you have any questions about how your organization can participate in Military Saves Week feel free to contact us at [info@militarysaves.org](mailto:info@militarysaves.org).

