

Set a goal.

Make a plan.

Save automatically.



Join the movement that is motivating the entire military community to save money, reduce debt, and build wealth.

43% of military families surveyed report no "rainy day" fund to cover emergencies.

FINRA Investor Education Foundation's National Financial Capability Study 2012

Military Saves an initiative of America Saves, is a research-based campaign that uses the principles of social marketing and behavioral economics to motivate, support, and encourage military families to save money and build wealth.

Military Saves encourages individuals to save automatically and to take the Military Saves Pledge, a savings tool that can be the start of their personal savings plan.

Military Saves collaborates with the Department of Defense, defense credit unions, military banks, government agencies, and non-profit organizations to promote savings and debt reduction.

45% of savers report unexpected expenses as a top savings challenge.

Military Saver Survey 2017 participants

Military Saves encourages:

- ✓ Creating an emergency fund
- ✓ Making a personal savings plan
- ✓ Saving a portion of each paycheck
- ✓ Establishing and maintaining good credit
- ✓ Setting SMART goals

Military Saves provides savings-themed partner resource packets to organizations throughout the year. Military Saves also provides free educational resources, customized communications, and text message tips to savers to help them stay on track with their savings goals.

Military Saves Week (MSW) is an annual opportunity for installations and organizations to promote good savings behavior and a chance for individuals to assess their own saving status. Since the launch of MSW in 2007, more than 300,000 individuals have taken the Military Saves Pledge.

Military Saves Week 2020 is February 24-29. Military/America Saves are sponsored by the Consumer Federation of America.

Savers with a plan are 2x as likely to save successfully for goals.

America Saves & Artemis Survey 2016

www.militarysaves.org