Military Saves 2.0

Motivating the Military 365 Days a Year
Agenda

- The Savings Challenge
- The Military Saves Movement
- Military Saves Pledge
- Supporting Savers
- Supporting Partners
- Designation of Savings Excellence
- Looking Ahead
- Connect with Us
- Q&A
The Savings Challenge

- 62 percent of military families experienced stress due to their financial situation. [2018 Blue Star Families Survey]
- Unexpected expenses are a top savings challenge for Military Savers (45 percent). [2017 Military Saver Survey]
- 60 percent of military families don’t have enough in savings to cover three months of living expenses. [2017 Military Family Advisory Network Survey]
The Military Saves Movement

- Military Saves Week will shift to **Military Saves Month**.
- Allowing organizations more time to participate, and align with, Financial Capability Month.
- Pick when and how you participate.
- More time for installation support.
The Military Saves Movement

MILITARY SAVES MONTH
April 1 - 30, 2020

• Kick-off for all Military Saves events will be on April 1st.

• April 1 - 30, 2020

• Military Saves will provide a resource packet/media kit for the month.

• Planning committees will continue!
Military Saves Movement: Join Us!

1. **Sign up** & organize your installation to participate, receive the latest news. Create working group. Proclamation signing.

2. **Partner** with financial institutions, installation leadership, other PFM/PFCs and organizations to increase participation, host event(s).

3. **Encourage** service members, their families and DoD civilians to use the Military Saves Pledge as a tool to reach their savings goals.

4. **Visit** [MilitarySaves.org](http://MilitarySaves.org) for toolkit, participation guidelines, event ideas, graphics and downloadable materials.
Military Saves Movement: Join Us!

Please encourage service members and families to use the pledge year-round! Savers who take the pledge receive the following:

- Access to monthly Military Saves blogs; educational and motivational communications with savings advice.
- Opportunity to sign up for text message saving tips, reminders.
- Free MyFICO credit score, courtesy of FINRA Investor Education Foundation.
The Military Saves Movement

Our Mission

• Military Saves is a component of America Saves and uses the principles of behavioral economics and social marketing to change spending behavior.

• We motivate, support and encourage military families to save money and build wealth.

• Military Saves encourages all service members, their families, and civilian employees to use the Military Saves Pledge and for organizations to promote savings year-round and during Military Saves Month in April.
The Military Saves Pledge

**Those with a plan are twice as likely to save successfully.**

- Using the principles of behavioral economics, these changes will help service members and their families set a **savings goal** AND a **savings amount/duration** for a simple savings plan!

- **Remember**, we are moving away from paper and offer the embeddable pledge option, too.

- When savers take the pledge, they can opt-in to receive text message tips/reminders and will receive customized communications to stay on track with their savings goals.
Text To Pledge

• Sign up when you take the [Pledge](#) online or [Text MilitarySaves to 877877](#).

• Goal-based text messages with tips and reminders to encourage, support and motivate to save towards their goal.

• Individuals who receive regular goal-based text message reminders save more money than people who do not.
Supporting Savers

- Military Saves Pledge
- Text message tips/reminders
- Saver Stories
- Military Saves blog
- Military Saves social media community
- Educational & motivational communications
- Military Saves Month
Supporting Partners

- Guest Blogs on militarysaves.org
- Monthly Partner Spotlight
- Engage Military Savers through our social media saving community
- Participate in Military Saves Month
- Use and share our Partner Resource Packets
Designation of Savings Excellence

- This award has been presented annually to financial institutions that make extraordinary efforts to encourage saving during America Saves Week/Military Saves Week, and succeed in encouraging customers and members to open and add to wealth-building accounts.

- Announcements on award designees coming soon!
Looking Ahead

- Savings Symposium
- Couples Financial Fitness Event
- Savings Champions
- Robust resources and graphics to support you
Connect with Us

Angela Caban
Military Saves Program Director
acaban@consumerfed.org

Lila Quintilianini
Military Saves Program Manager
lquintilianini@consumerfed.org

info@militarysaves.org
MilitarySaves.org
https://www.facebook.com/MilitarySaves
https://twitter.com/MilitarySaves
https://instagram.com/military.saves
https://www.pinterest.com/militarysaves
Q&A

Have any questions?
The work you do to improve the financial readiness of military families is so important, and Military Saves is here to support you in that shared mission.

Thank you!