

Digital Communications Resource Kit



Thank you for participating in [Military Saves](#) Week 2013, a time when we encourage all military servicemembers, retirees and family members to assess their savings progress and Set a Goal, Make a Plan, and Save Automatically (Haven't signed up yet? [Click here](#)).

To reach even more individuals in this effort, the Military Saves team has created content for you or your organization to promote during the Week through social media, newsletters, and blogs.

Have questions or comments? Contact [Andia Dinesen](#), Military Saves Coordinator.

The toolkit contains:

- 1. Promote a different savings strategy each day of Military Saves Week**
- 2. Sample Newsletter Articles**
- 3. Sample Emails**
- 4. Military Saves Graphics & Logos**
- 5. 30 days of content to share on social media**

Promote a Different Savings Strategy Each Day of Military Saves Week

We encourage you to promote these strategies each day of Military Saves Week.

1. Monday February 25: Save for Emergencies

- How to do it: Find ways that you can save, even on a [tight budget](#).
- [Save for Emergencies](#): Save a portion of your [tax refund](#).

2. Tuesday February 26: Pay Off High-Interest Debt

- How to do it: Find places to cut your spending so that you can [pay down your debts faster](#).
- Find places to [trim your expenses](#).

3. Wednesday February 27: Save Automatically

- It can be hard to put aside money for savings. But there is an easy way to save money without ever missing it –[Make your savings automatic](#) in 2013.
- How to do it: Set up an allotment in [MyPay](#).

4. Thursday February 28: Save for Retirement

- How to do it: Participate in the [Thrift Savings Plan](#).
- [Save for Retirement](#): Increase the amount you save toward retirement by 1% in 2013.

5. Friday March 1: Save for a Large Purchase

- [Make a plan](#), save for a SMART Goal
- How to do it: Participate in the [Savings Deposit Program](#) while deployed.

6. Saturday March 2: Save (wrap up of previous days)

- How to do it: Are you ready to set your savings goal and make a plan to achieve it? [Take the Military Saves Pledge today!](#)

Sample Newsletter Articles

An easy way to promote savings and your efforts to build wealth on your installation and in your community is to share information about [Military Saves Week](#) through email, newsletters and social media.

Use the following articles in newsletters, emails, and blogs:

- [Military Saves Week February 25 – March 2](#)
- [5 Easy Ways to Get Involved in Military Saves Week and Save Successfully](#)
- [This Military Saves Week Set a Goal. Make a Plan. Save Automatically.](#)

Military Saves Week February 25 – March 2

By Andia Dinesen, [Military Saves](#) Coordinator

[Military Saves Week](#) (February 25 – March 2, 2013), part of the DoD Financial Readiness Campaign, is a chance for servicemembers and their families to assess their own saving status and take financial action. Studies show that having a savings plan with specific goals can have beneficial financial effects, regardless of income level. The Military Saves Week theme ‘Set a Goal. Make a Plan. Save Automatically.’ encourages individuals to do just that.

This Military Saves Week join over 310,000 people who have pledged to save by [taking the Military Saves Pledge](#). Already taken the pledge? Military Saves encourages you to recommit to your savings goal and re-pledge today.

When savers take the [Military Saves pledge](#) they can receive:

- Free subscription to the monthly Military Saves e-Newsletter
- Free myFICO credit score for servicemembers and their spouses courtesy of FINRA Investor Education Foundation
- Quarterly e-newsletters from America Saves

Savers can also get tips by following Military Saves on [Facebook](#) and [Twitter](#) and by reading the [Military Saves blog](#). Encourage people to go [viral with their savings goal](#). Take a picture and post it on Facebook and tag @MilitarySaves.

5 Easy Ways to Get Involved in Military Saves Week and Save Successfully

By Andia Dinesen, [Military Saves](#) Coordinator

Military Saves Week February 25 – March 2, 2013 is chance for individuals to assess their own saving status and take financial action. Everyone can take the Military Saves pledge; you can even re-pledge starting this year. Studies reveal that having a savings plan with specific goals can have beneficial financial effects, regardless of income level.

Here are 5 easy ways to get involved in Military Saves Week:

1. [Take the Military Saves Pledge](#)
 - Pledge or re-pledge today! Those with a savings plan are twice as likely to save for emergencies and retirement than those without a plan. Join over 310,000 people who have already committed to save.
2. [Share Your Savings Goal](#)
 - People save more successfully when they have a goal in mind. That's why we've created posters so you can put your savings goal into perspective and share it.
3. [Assess Your Savings](#)
 - Find out if you are saving in all the right places with this 12 step savings assessment.
4. [Test Your Savings Knowledge](#)
 - Take this savings quiz to reveal how much you understand about the realities of savings in America.
5. Share Savings Tips and Advice with Family and Friends
 - On Twitter and Facebook? Share these [social media posts](#) with your friends and followers to encourage them to save.

Military Saves Week is coordinated by [Military Saves](#) and is part of the Department of Defense's Financial Readiness Campaign. Started in 2007, the Week is an annual opportunity for organizations to promote good savings behavior and a chance for individuals to assess their own saving status.

This Military Saves Week: Set a Goal. Make a Plan. Save Automatically.

By Andia Dinesen, [Military Saves](#) Coordinator

The theme for Military Saves Week 2013 is more than just a theme; it's the essence of a sound approach to savings, designed to help individuals take

financial action. Set a Goal. Make a Plan. Save Automatically. Knowing what you want to save for, how to achieve it and then automating the savings process will allow you to reach your savings goal.

Set a Goal

You can save more by having a specific goal in mind. Visualizing what you want to save for gives your savings a purpose. You may be tempted to spend your savings if it has no purpose. But once you have a goal in place, you know that taking money out of your savings is taking away from that ultimate goal. So what are you saving for? An [emergency fund](#), [a home](#), [retirement](#), [a car](#)? Go [viral with your savings goal](#). Take a picture and post it on Facebook and tag @MilitarySaves. Or tweet your goals to us at @MilitarySaves with the hashtag #MSW2013.

Make a Plan

Once you have your goal in place, make a plan of how you are going to save. To start, cut down on your spending and [reduce high-cost debt](#). Next, keep track of what you spend and make a budget. Once you know where your money is going each month, you can cut down on unneeded spending and save the difference.

Don't forget to keep your savings safe, secure, and growing. Banks, credit unions, and even the government offer a [variety of financial products](#) that can help you save.

Save Automatically

It can be hard to put aside money for savings. But there is an easy way to save money without ever missing it. Once you know how much you can save, [make saving automatic](#). Use an allotment or automatically transfer a portion of your paycheck into a savings account.

Take the [Military Saves Pledge](#) to get tips and advice year round and follow Military Saves on [Facebook](#) and [Twitter](#).

Sample Emails

[Click here](#) to access sample emails for reaching your audience leading up to and during Military Saves Week.

Military Saves Graphics

Use our [co-brandable graphics package](#) to promote savings during Military Saves Week.



Military Saves Pledge QR Code

Encourage people to take the pledge or re-pledge during Military Saves Week by including this QR code on printed materials. (Download at <http://www.militarysaves.org/military-saves-graphics-and-logos>)



Content for Social Media

Follow Military Saves:

Twitter

- Follow [@MilitarySaves](#)
- Promote the hashtag #MSW2013 in any savings or MSW-related content at the end of each 140 (or less) character posting
- Use a program like Hootsuite or Tweetdeck to pre-schedule tweets below
- Inform us of your Twitter handle so we can follow you.

Facebook

- Become a fan of and promote the [Military Saves](#) Facebook page on your organization's page. Once you 'like' an organization, you are able to tag them in your postings by typing @organizationname (ex: @MilitarySaves).
- Inform us of your Facebook name so that we may like you on Facebook.

Share Savings Messages:

February 1 (2 posts):

SET A GOAL: 1 in 5 #Military #Savers selected paying off consumer #debt as their #wealth-building goal <http://bit.ly/ZrZRLX> #MSW2013

Already a #Saver? This year re-pledge to build #wealth not #debt. Begin your journey to #financial freedom! <http://bit.ly/sFCwwV> #MSW2013

February 2:

MAKE A PLAN: Need #savings strategies to get started? We have five to get you started. <http://bit.ly/UFosPi> #MSW2013

February 3:

Use your #tax refund to buy US #Savings Bonds. An easy, safe way to diversify #savings. <http://bit.ly/XkCqeR> #MSW2013 via @bondsmakeiteasy

February 4 (two posts):

Take the @MilitarySaves Pledge (or re-pledge) and receive tips, news, and advice to help you #save. #MSW2013 <http://bit.ly/13iXQfG>

Plan now for your organization to participate in #Military Saves Week- Feb. 25-March 2; info at: <http://bit.ly/TlXYmF> #MSW2013

February 5:

Find out how much you understand about the realities of #saving in America with this #savings quiz <http://bit.ly/149DTcx> #MSW2013

February 6:

Have you #saved for an emergency? Maintain #savings of \$500 to meet unexpected #financial challenges <http://bit.ly/VTayfQ> #MSW2013

February 7:

Need an action plan to help you balance your #budget or manage #debt? <http://bit.ly/11mvcvI> #MSW2013 via @FINRAFoundation

February 8:

SET A GOAL: 42% of workers admit to guessing for their #retirement savings #goal. #MSW2013 via @choosetosave

February 9:

You CAN #save!! Participate in #MSW2013. Simple ideas & free materials. Join the movement! <http://bit.ly/13iXQfG>

February 10:

MAKE A PLAN: Want to be in control of your \$\$? Make a #spending plan <http://bit.ly/VsG47U> #MSW2013 via @FINRAFoundation

February 11:

Take the following #savings quiz to reveal how much you understand about the realities of #saving in America. <http://bit.ly/149DTcx> #MSW2013

February 12:

Do you have a #savings tip or success story you want to share? Share it with @MilitarySaves <http://bit.ly/13jodin> #MSW2013

February 13:

Did you take the @MilitarySaves Pledge? Get #savings tips and a free myFICO score courtesy @FINRAFoundation <http://bit.ly/13iXQfG> #MSW2013

February 14:

SET A GOAL: Putting aside 50 cents a day can #save you nearly \$200/yr! Check out more money #saving tips here <http://bit.ly/VL8d9R> #MSW2013

February 15:

MAKE A PLAN: for your #tax refund. Use Form 8888 to save a portion of your refund <http://bit.ly/14ekPJf> #MSW2013

February 16:

MAKE A PLAN: Need an action plan to dig yourself out of #debt? <http://bit.ly/ZCccUK> via @FINRAFoundation #MSW2013

February 17:

#SAVE AUTOMATICALLY w/each paycheck. Put your #savings on autopilot and watch it grow. <http://bit.ly/WpaJQm> #MSW2013

February 18 (2 posts):

Share your #savings goal during @MilitarySaves Week. Download the poster, write down your goal, & share! <http://bit.ly/VTeDk4> #MSW2013

Join @MilitarySaves for tips, news, and advice to help you #save. Let us help you reach your goal. #MSW2013 <http://bit.ly/13iXQfG>

February 19:

The @MilitarySaves Week theme is “Set a Goal, Make a Plan, Save Automatically.” Pledge or repledge today! <http://bit.ly/13iXQfG> #MSW2013

February 20:

Start #saving and encourage others to #save with these free downloads from @MilitarySaves <http://bit.ly/1olZUWj> #MSW2013

February 21:

Signing up for @MilitarySaves Week is quick & easy! The Week begins Feb. 25! Join us :) <http://bit.ly/Xqfuef> #MSW2013

February 22:

Are you #saving in all the right places? Assess your progress <http://bit.ly/UR6wpE> #MSW2013

February 23:

Assess your #savings & take action! How are you #spending?

<http://bit.ly/Yq6B8J> #MSW2013 Tell us your story!

February 24:

Signing up for @MilitarySaves Week is quick & easy! <http://bit.ly/Xqfuef>

The Week begins tomorrow! Join us :) #MSW2013

Military Saves Week 2013 #MSW2013 (February 25 – March 2)**Tweets:**

We encourage everyone to retweet each post below, and then post their own savings tips. Don't forget to use #MSW2013 so everyone can view your Tweets easily! Also, tune in to the posts by @MilitarySaves as we will be retweeting your activities and news during the Week!

February 25 (2 posts):

Research released today found that families with a plan #save more \$ than those without one. (<http://bit.ly/VSeiPi>) #MSW2013

It's @MilitarySaves Week! Take #financial action today. Here are 5 simple ways to participate. <http://bit.ly/IgxiBj> #MSW2013

February 26 (2 posts):

With planning, discipline, patience, and maybe some outside help, almost anyone can reduce their debts & build wealth. <http://bit.ly/11jt6g7> #MSW2013

#Servicemembers who take the @MilitarySaves Pledge get a free #myFICO score courtesy @FINRAFoundation <http://bit.ly/13iXQfG> #MSW2013

February 27:

SAVE AUTOMATICALLY: Automatically transfer \$ to a #savings account every paycheck, and watch your #savings grow! <http://bit.ly/WpaJQm> #MSW 2013

February 28:

#Saving for #retirement? You don't want to work forever! The Ballpark E\$timate can help <http://bit.ly/fop8HU> #MSW2013 via @choosetosave

March 1 (2 posts):

Want to earn 10% in interest? Participate in the Savings Deposit Program when you #deploy. <http://bit.ly/13jFjkk> #MSW2013

MAKE A PLAN: Do you have a plan for your #savings? <http://bit.ly/V9Rvhl>
#MSW 2013

March 2:

Create a #Savings Plan and Encourage Friends and Family to #Save by Taking the #Military #Saves Pledge Today! <http://bit.ly/13iXQfG> #MSW2013

Don't forget to report how you used this Digital Communication Kit. Look for the post-Week reporting survey from Military Saves via suverymonkey.com after March 15th, 2013.

Thank you!