



UNDER SECRETARY OF DEFENSE  
4000 DEFENSE PENTAGON  
WASHINGTON, D.C. 20301-4000

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PERSONNEL AND  
READINESS

MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS  
CHAIRMAN OF THE JOINT CHIEFS OF STAFF  
GENERAL COUNSEL OF THE DEPARTMENT OF DEFENSE  
CHIEF, NATIONAL GUARD BUREAU

SUBJECT: 2012 Military Saves Campaign

To kick-off the 2012 *Military Saves* Campaign, the Department of Defense has designated February 19-26, 2012 as *Military Saves Week*. As part of the larger nationwide *America Saves* Campaign, *Military Saves* is conducted in cooperation with the Consumer Federation of America.

While the *Military Saves* Campaign is a year-long effort, *Military Saves Week* is an opportunity for the entire 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 families to help them reduce debt and save their hard-earned money. The America Saves slogan, "Start Small, Think Big," is shared by *Military Saves* and talks to the long-term benefits of saving a little each month. The *Military Saves* Campaign is a Total Force, command-level program. It provides an opportunity for leaders at all levels of all components - Active duty, National Guard, and Reserve - to motivate and educate Service members and their families.

It's particularly important to engage our military spouses. They play a vital role in ensuring the financial well being and stability of our military families. In addition, our youth is our future and learning good financial habits early can only strengthen their financial stature. In support of *Military Saves*, please sponsor financial awareness events where practical within your organizations, encourage your personnel to access [www.militarysaves.org](http://www.militarysaves.org), take the "Saver Pledge," and support the 2012 theme, "Set a Goal, Make a Plan, Save Automatically."

I wish you great success for the 2012 *Military Saves* Campaign. My action officer is Brenda McDaniel at [brenda.mcdaniel@osd.mil](mailto:brenda.mcdaniel@osd.mil) and (703) 695-3629.

  
Jo Ann Rooney  
Acting

cc:

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