

SET A GOAL.  
MAKE A PLAN.  
SAVE AUTOMATICALLY.



*Fewer than 50% of Americans say they have a savings plan with specific goals*

*56% of divorces cite financial stress as the leading cause of the breakdown of marriage*

*Money is the top source of psychological stress for adults*



Capture this QR code on your mobile device to take the Military Saves Pledge!

## Join a Military Community of Savers & Encourage Others to do the Same

Here is an opportunity for you and your organization to have a positive impact on the finances of servicemembers, their families, and civilian employees. **Motivate** people to **Start Small, Think Big**. Encourage everyone to take the Military Saves Pledge at [www.militarysaves.org](http://www.militarysaves.org).

**Military Saves** is part of the Department of Defense's Financial Readiness Campaign and has been a partner with DoD since 2003. Military Saves is a social marketing campaign to persuade, motivate, and encourage military families to save money every month, and to convince leaders and organizations to be aggressive in promoting automatic savings.

Military Saves is a part of America Saves, the larger nation-wide campaign for all Americans. Military Saves encourages all servicemembers, their families, and civilian employees to "Take the Military Saves Pledge." Savers who take the pledge can opt to receive a monthly e-newsletter from Military Saves, as well as a quarterly e-newsletter from America Saves. Military Saves also works with the defense credit unions, military banks and other non-profit organizations to promote savings and debt reduction.

### Military Saves encourages:

- Saving a portion of each paycheck
- Developing a personal financial plan
- Establishing good credit
- Enrolling in programs such as
  - Thrift Savings Plan
  - Savings Deposit Program (when eligible)
  - Servicemembers Group Life Insurance

All four DoD service branches (Army, Air Force, Marine Corps and Navy), the Coast Guard, National Guard and Reserves participate in the campaign. Since the launch of Military Saves Week in 2007, more than 158,000 individuals have taken the saver pledge or re-pledged. Military Saves Week 2013 saw the largest participation to date, including 253 installations, 62 financial institutions (with 300+ branch locations participating), and 24 non-profits organizations. Military Saves is a year-round campaign and provides savings-themed resource packets available to organizations throughout the year.

**Military Saves Week 2014 is 24 February – 1 March** which coincides with America Saves Week. Military and America Saves are sponsored by the Consumer Federation of America.

### Who is eligible?

Active-duty, Guard and Reserve servicemembers, their families (spouses and youth), DoD civilians and contractors, retirees, and veterans.

For more information please visit [www.militarysaves.org](http://www.militarysaves.org)

