Summary

Military Saves is part of America Saves and is operated by the non-profit Consumer Federation of America. Military Saves is a partner in the Department of Defense Financial Readiness Campaign and conducts an annual campaign, which launches in February during Military Saves Week. Taking the Military Saves pledge is the personal commitment that individual servicemembers and their families can take to begin their journey toward financial freedom. Using the principles of social marketing, Military Saves promotes change in personal financial behavior. Over the past six years, since the launch of Military Saves Week in 2007, Military Saves has become institutionalized in the Department of Defense and grows each year.

Military Saves was developed and tested by the Consumer Federation of America and the military services from 2003 to 2006 and launched throughout the Department of Defense on 25 February 2007 with the first Military Saves Week.

During the first quarter of 2012, the Department of Defense had a special focus on Military Saves, which included Military Saves Week. This year the Week was held 19-26 February 2012 and the theme was: Set a Goal. Make a Plan. Save Automatically. This theme resonated with all participating organizations and was utilized throughout promotion of the Week.

In the first quarter of 2012, 26,394 individuals took the Military Saves Pledge, increasing the number of people enrolled in Military Saves to over 128,000. The charts below show the growth and progression of Military Saves pledges and the status of those who took the Pledge in 2012.
Military Saves Week 2012 saw the largest participation to date. 339 organizations signed up to participate or reported participating. Those organizations included 253 installations, commands, and detachments, 62 financial institutions (with over 305 branch locations participating) and 24 non-profit organizations.

(See last page of report for full list.)

Service Branch/Installation Participation

All military service branches participated including the National Guard and Reserves (included in the Air Force and Army numbers), and the Coast Guard. Military installations and Joint Support Service Centers around the globe reached out to their communities through financial fairs, seminars, workshops and with promotional items during Military Saves Week 2012. Their efforts reached over 255,000 people.

Multiple installations achieved a high level of success during Military Saves Week. Some highlights from installations in the continental United States and overseas include:

Pentagon Financial Fair, Arlington, Virginia

- Over 4,000 military and civilian attendees visited a number of booths set up in a high-traffic area in the Pentagon
- Three Accredited Financial Counselors were on hand to counsel individuals
- The Air Force Airman & Family Readiness Center at the Pentagon held a Thrift Savings Plan Roth TSP briefing and Tips for the Older Investor class

Travis Air Force Base, California

- Over 1,800 servicemembers, DoD employees, and their families took the Pledge
- Used a top-down approach with Unit representatives and Commander’s Calls
- Mimicked the Combined Federal Campaign model, which maintains a 100% contact effort with everyone on the installation
- Held 20 classes, focused on savings and the Thrift Saving Plan (TSP)

Pentagon, VA Financial Fair during Military Saves Week.
Fort Hood, Texas
- Over 2,000 servicemembers, DoD employees and their families took the Military Saves pledge
- Command Financial Specialists worked with the Army Community Service staff to communicate savings messages and collect pledges from their units
- Financial Readiness Program staff attended community meetings and Family Readiness Group meetings
- Utilized posters with the QR code for the pledge

Marine Corps Community Service, Okinawa, Japan
- Contacted 4,620 people resulting in 485 pledges
- Reached people from all branches of service – as well as civilians and families
- Held 85 activities and classes on 11 installations including: retirement planning, investing, and TSP; talked to people about saving as part of an AFN segment (TV and Web-based), Sammy on the Street, reaching 4,000 people

Commander Fleet Activities, Yokosuka, Japan
- Commander signed a proclamation in the Captain's Corner, a monthly Commander's video on CFAYokosuka's YouTube channel
- Promoted Military Saves on a radio show, on Facebook, and through their webpage
- Over 180 people participated in a 5K run to promote the Week
- Held multiple Military Saves events at the teen center, the youth center and the schools, a piggy bank challenge contest, a commissary coupon challenge, and information booths in the single sailor lounge

Commander Fleet Activities, Sasebo, Japan
- Emphasized the Military Saves message of automatic saving
- FINRA Investor Education Foundation hosted 5 forums, including one for teens
- Pledges increased to over 420 this year
- Hosted the Million Dollar Sailor program to encourage more servicemembers to invest

Fort Carson, CO: Personal Financial Managers collaborated with Command Financial Non-Commissioned Officers.

Goodfellow Air Force Base, TX: Military Saves lesson with military kids at the Child Development Center.

Naval Base Point Loma, CA: Armed Forces Bank of California Employees host a Military Saves Week presentation.
Financial Institution Participation

Through the support of the Association of Military Banks of America, the Defense Credit Union Council, the National Association of Federal Credit Unions, and service-level Banking and Credit Union Liaison Officers, Military Saves is able to partner with on-base banks and credit unions across the globe during Military Saves Week.

Financial institutions reported significant successes during the Week in 2012:

- 94% of financial institutions that reported offered some type of saving incentive.
- 52% reported a higher number of savings accounts opened and 45% reported an increase in the number of inquiries about savings accounts during the Week.
- 64% of financial institutions reported increased account activity when customers were offered gifts or incentives for opening or adding to accounts and/or special rates for opening accounts.
- 53% reported increased account activity when customers were offered prizes or drawings.
- 45% reported increased account activity due to financial education seminars.

Many of the financial institution success stories demonstrated that offering savings incentives improved the overall savings activities of members and customers. Highlights from on-base credit unions and banks include:

**Armed Forces Bank**
- Waived minimum balance requirements for a 12-month period on all savings accounts opened during Military Saves Week
- Deposited $10 in customer savings accounts when customers enrolled in Savings Cent$, which rounds up Visa debit card purchase to the nearest dollar and deposits the remainder into a savings account.
- The Moody AFB, GA branch opened more savings accounts during Military Saves Week than the other three weeks of the month combined
- Printed and distributed over 40,000 Military Saves handouts, posters, and Youth Pledge Cards throughout 62 banking centers

**Belvoir Federal Credit Union**
- Offered a 10% APY certificate of deposit
- Opened 24 CDs for active duty servicemembers and their spouses
- The high interest rate created a buzz about saving money and encouraged future savings and savings in general

**Community Bank (operated by Bank of America)**
- Promoted the Week and encouraged customers to take the Military Saves pledge during 23,557 customer engagements
- Results included: 669 adult savings accounts opened, 311 direct deposits set up, 132 CDs opened, and 261 transfers set up

80% of financial institutions reported increased overall account activity when offering savings incentives.
Navy Federal Credit Union

- Promoted goal-oriented Custom Club Account 20 February – 18 March
- APY was increased to 2.00%
- No direct deposit or checking account requirement
- Automatic recurring deposits can be set up and manual deposits made anytime
- 11,532 Custom Club Accounts were opened totaling $22.5 million

- 626 (5%) were opened by new members (became a member on or after 20 February) for a total of $1.4 million

Sea Air Federal Credit Union

- Promoted Add-on Certificate at 2% for 24 months
- Results: 13 new accounts were opened with a combined total of over $10,000 in deposits

Service Credit Union

- Opened 302 Military Saves Accounts with an average balance of $3,859 ($1.1 million total)
- Dividend rate of 2% was offered on balances up to $2,500 through November 2013
- Members were required to set up monthly automatic deposits of $25 or more to encourage a savings habit
- Over 800 military members signed up for Military Saves at Service Credit Union

Navy Federal Credit Union reported a 73% increase in Custom Club take up during Military Saves Week promotions compared to the 2 months prior.
Government Participation

The Defense Finance and Accounting Service (DFAS) supported Military Saves Week and the theme of Set a Goal, Make a Plan, Save Automatically with a statement on the February Leave and Earnings Statement (LES) for all Active Duty, Guard and Reserve, reaching 2.3 million servicemembers.

The Consumer Financial Protection Bureau Office of Servicemember Affairs supported the Week with a YouTube video of Holly Petraeus, who also visited Joint Base McGuire Dix-Lakehurst in support of Military Saves Week.

Non-Profit Organizations and Associations

Non-profits that participated were asked to raise the profile of the savings issue and the need to save, emphasize automatic savings, help and encourage their audience of servicemembers and their families to assess their own savings, and motivate and encourage them to save money. These organizations were able to reach over 360,000 servicemembers, DoD employees and their families.

FINRA Investor Education Foundation
- Held 24 Savings Forums across the globe to 2,800 servicemembers and their spouses.
- Provided Military Saves with a myFICO credit score code for servicemembers and their spouses to access their credit score for free during Military Saves Week.

Kiplinger Financial Field Manual and BBB Military Line
- Coordinated the world-wide distribution of 800,000 copies of the publication during the Week.

The Boys & Girls Clubs of America (BGCA) Youth Affiliated Centers on military installations across the world.
- Encouraged military youth to take the Military Saves Pledge during the Week.
- Reached out to Reserve and Guard families not living near an installation through local Clubs to promote Military Saves to the thousands of geographically dispersed military youth attending those Clubs.
- Implemented a variety of programs from BGCA Money Matters program, moneymattersmakeitcount.com to members ages 13-18.
- Participating teens qualified for scholarship opportunities worth $2,000-$5,000, matching grants for Youth Centers and Clubs, a chance to win an IPod Touch, and gift cards and other incentives.

“Let Military Saves Week inspire you to create an automatic savings plan. Set it and forget it and your nest egg will grow!”

HOLLY PETRAEUS; ASSISTANT DIRECTOR, CONSUMER FINANCIAL PROTECTION BUREAU, OFFICE OF SERVICEMEMBER AFFAIRS
Media

Over 80 different media sources distributed stories about Military Saves Week 2012 on the web including Navy, Air Force, Army, Defense Commissary Agency (DECA), and DoDLive. Multiple regional installation communities also promoted the Week on the web and in print publications. The Military Times newspapers ran a story about Military Saves Week in the Army Times, Navy Times, Marine Corps Times, and Air Force Times. In addition, there were multiple YouTube videos supporting the Week, including messages from Barbara Thompson of the Department of Defense and Holly Petraeus of the Consumer Financial Protection Bureau. There were also several blogs written about the Week, some sponsored by USAA.

- 14 National News Stories
- 6 Press Releases
- 36 Regional News Stories
- 9 Blogs
- 21 Misc. Website Mentions (including YouTube)

Social Media

This year, Military Saves sent out a Social Media Kit that included savings messaging for participating organizations to post on Facebook and tweet on Twitter during Military Saves Week 2012 and the month of February. Military Saves reached 136,898 people* during the month of February through these Facebook messages.

There was also a significant use of the Social Media Kit on Twitter. 41 unique accounts used the Military Saves Week Social Media Kit during February earning 113,081 impressions.

* The number of people who visited the Military Saves Facebook page, or saw the page or one of its posts in News Feed or ticker. These can be people who have liked the page and people who have not.
Military Saves Funding

Military Saves campaign funding is provided by FINRA Investor Education Foundation and Wells Fargo Bank. Both FINRA Investor Education Foundation and Wells Fargo Bank are founding funders of Military Saves; with their continued commitment and support the campaign grows each year. Military Saves thanks FINRA-IEF and Wells Fargo Bank for their dedication to motivate and encourage good savings behavior of our servicemembers and their families.

Military Saves Week 2013 will be Monday, 25 February through Saturday, 2 March. Please visit www.militarysaves.org for more information or contact us at info@militarysaves.org

Military Saves Advisory Committee

The campaign’s lifeblood is in its partners/organizations that see the value in working together to empower members, employees, customers, and clients to become financially stable through saving, debt reduction, and wealth-building over time. Below are the members of the Military Saves Advisory Committee who meet on a quarterly basis to work toward this joint effort:

Air Force Aid Society
Air Force Banking Office
Air Force Personal Financial Readiness
Air Force Reserve
Airman, Family & Community Operations Branch Directorate of Personnel Services
American Bankers Association
American Institute of CPAs
American Savings Education Council/Employee Benefit Research Institute
American Society of Military Comptrollers
Armed Forces Financial Network
Armed Forces Tax Council
Army Banking Office
Army Community Covenant
Army Department of Defense Education Activity
Army Emergency Relief
Army Installation Management Command
Army Manpower and Reserve Affairs
Army Personal Financial Manager; Soldier and Family Readiness Division
Army Public Affairs Office
Association for Financial Counseling and Planning Education
Association of Military Banks of America
Blue Star Families
Boys & Girls Clubs of America
Certified Financial Planner Board
Chase Home Lending
Community Blueprint
Consumer Financial Protection Bureau - Office of Servicemember Affairs
Council of Better Business Bureaus Military Line
Defense and Finance Accounting Service, DoD Banking and Credit Unions
Defense Credit Union Council
Department of Defense State Liaison Office
Department of the Treasury, Director Office of Financial Education
Doorway to Dreams (D2D) Fund
Federal Deposit Insurance Corporation (FDIC)
Federal Retirement Investment Board, Thrift Savings Plan
Federal Trade Commission
Financial Peace University
Financial Planning Association
FINRA Investor Education Foundation
Holt Solutions
HQ Air Force Reserve Command (Chief, Airman & Family Readiness)
IMCOM Policy: Project Analyst /Financial Readiness
InCharge Education Foundation Inc.
Investor Protection Trust
Marine Corps Banking Office
Marine Corps Installations West
Military Officers Association of America
NASAA, Military Outreach Project Group
National Association of Federal Credit Unions
National Credit Union Administration
National Guard Bureau Office of the NGB Comptroller
National Military Family Association
Navy and Marine Corps Relief Society
Navy Banking Division
Navy Banking Office
Navy Federal Credit Union
Navy Manpower and Reserve Affairs
Navy Personal Financial Manager Program
Office of Personnel Management
Office of the Assistant Secretary of Defense/Reserve Affairs
Office of the Comptroller of the Currency
Office of the Secretary of Defense
Office of Community Affairs
Office of Community Affairs
Office of the Secretary of Defense/Reserve Affairs, Outreach, Yellow Ribbon Program
Office of the Secretary of Defense/Personnel & Readiness
Office of the Secretary of Defense/Personnel & Readiness-Youth
Operation Hope
Pentagon Federal
Responsible Debt Relief
Securities and Exchange Commission
US Bank
US Coast Guard Mutual Assistance
US Coast Guard Office of Work-Life
USAA
VeteransPlus, Inc.
Wells-Fargo Bank
2012 Military Saves Week Participating Organizations

FINANCIAL INSTITUTIONS

1st Community FCU
1st Liberty Federal Credit Union (2 locations)
SStar Bank
Air Force Federal Credit Union
AltaOne Federal Credit Union
American Southwest Credit Union
AmeriCU Credit Union
Arkansas Federal Credit Union
Armed Forces Bank (62 locations)
Army Aviation Center Federal Credit Union
Ascend Federal Credit Union
Bank of Guam (2 locations)
Bank of Hawaii (2 locations)
Belvoir Federal Credit Union
Border Federal Credit Union
Broadway National Bank
CB&T (Operated by Synovus Bank)
Central Macomb Community Credit Union
Community Bank (Operated by Bank of America) (72 locations)*
COMSTAR Federal Credit Union
Dover Federal Credit Union
Edwards Federal Credit Union
Eglin Federal Credit Union
ENT Federal Credit Union
First Arkansas Bank & Trust
First Citizens Bank
First Light Federal Credit Union
First Service Federal Credit Union
Fort Bragg Federal Credit Union
Fort Hood National Bank
Fort Knox Federal Credit Union
Fort Sill Federal Credit Union
Fort Sill National Bank
GeoVista Federal Credit Union
Global Credit Union (5 locations)
Great Western Bank
Guardian Federal Credit Union
Hanscom Federal Credit Union
Hiyaw Federal Credit Union
Keys Federal Credit Union
Navy Federal Credit Union* (74 on-base locations – 220 worldwide)

INSTALLATION LOCATIONS

1st Marine Corps District, NE United States
2d Dental Battalion/Naval Dental Center, NC
Airborne Mine Countermeasures Weapon Systems Training School (AWSTS), NAS Norfolk, VA
Altus AFB, OK
Andersen AFB, Guam
Arnold AFB, TN
ASW Naval Base San Diego, CA
ATRC Navy, VA
Aviano AB, Italy
Beale AFB, CA
Buckley AFB, CO
Camp Carroll, South Korea
Camp Casey, South Korea
Camp Courtney, Okinawa, Japan
Camp Darby, Italy
Camp Ederle, Vicenza, Italy
Camp Henry, South Korea
Camp Humphreys, South Korea
Camp Lejeune, NC
Camp Pendleton, CA
Camp Schwab, Okinawa, Japan
Camp Zama, Japan
Cannon AFB, NM
CATC Camp Fuji, Okinawa, Japan
Center for Naval Aviation Technical Training Detachment Atsugi, Japan
CNATT Det Atsugi, Japan
Coast Guard Academy, New London, CT
Columbus AFB, MS
Commander Navy Region, Japan
Davis-Monthan AFB, AZ
Detrott Arsenal
DISA (Defense Information Systems Agency)
Dover AFB, DE
Dyess AFB, TX
Edwards AFB, CA
Eglin AFB, FL
Elson AFB, AK
Ellsworth, AFB, SD
Fairchild AFB, WA
FE Warren AFB, WY
Fleet Weather Center, San Diego, CA
Fort Belvoir, VA
Fort Benning, GA
Fort Bliss, TX
Fort Bragg, NC
Fort Buchanan, AZ
Fort Carson, CO
Fort Detrick, MD
Fort Drum, NY
Fort Gordon, GA
Fort Greely, AK
Fort Hood, TX
Fort Huachuca, AZ
Fort Irwin, CA
Fort Knox, KY
Fort Leavenworth, KS
Fort Leonard Wood, MO
Fort McCoy, WI
Fort Meade, MD
Fort Polk, LA
Fort Rucker, AL
Fort Sheridan, IL
Fort Sill, OK
Fort Stewart, GA
Fort Wainwright, AK
Fort Sam Houston, TX

Gellenkirchen AB, Germany
Goodfellow AFB, TX
Grand Forks AFB, ND
Great Lakes Naval Station, IL
Guantanamo Bay Naval Base, Cuba
Hanscom AFB, MA
Hill AFB, UT
Holloman AFB, NM
Hong Kong Naval Base, Hong Kong
Hunter Army Field
Hurlburt Field, FL
Incirlik AB, Turkey
Joint Base Andrews, MD
Joint Base Charleston, SC
Joint Base Elmendorf-Richardson, AK
Joint Base Langley-Eustis, VA
Joint Base Lewis-McChord, WA
Joint Base McGuire-Dix-Lakehurst, NJ
Joint Base Myer-Henderson Hall, VA
Joint Forcs Staff College, VA
Kadena AB, Okinawa, Japan
Keesler AFB, MS
Kirtland AFB, NM
Kunsan AB, South Korea
Lackland AFB, TX
Lajes Field, Portugal
Laughlin AFB, TX
Letterkenny Army Depot, PA
Little Rock, AR
Los Angeles AFB, CA
Luke AFB, AZ
MacDill AFB, FL
Maine Air National Guard
Malmstrom AFB, MT
Marine Reserve Unit, Federal City, LA
Maxwell AFB, AL
MCAGCC 29 Palms, CA
MCAS Beaufort, SC
MCAS Cherry Point, NC
MCAS Futenma, Japan
MCAS Iwakuni, Japan
MCAS Miramar, CA
MCAS New River, NC
MCAS Yuma, AZ
MCB Quantico, VA
McConnell AFB, KS
MCLB Barstow, CA
MCRR Parris Island, SC
MCRD San Diego, CA

Military Saves Week 2012 Report • 9
Merchant Marine Academy, Kings Point, NY
Minnesota National Guard
Misawa AB, Japan
Moody AFB, GA
Mountain Home AFB, ID
NAS Albany, GA
NAS Fallon, NV
NAS Fort Worth, TX
NAS Guam, Guam
NAS Hampton Roads Northwest Annex, VA
NAS Joint Reserve Base, Willow Grove, PA
NAS JRB New Orleans, LA
NAS Key West, FL
NAS Kingsville, TX
NAS Lemoore, CA
NAS Meridian, MS
NAS North Island, CA
NAS Oceana Dam Neck Annex, VA
NAS Oceana, VA
NAS Panama City, FL
NAS Patuxent River, MD
NAS Pearl Harbor, HI
NAS Pensacola, FL
NAS Saratoga Springs, NY
NAS Sigonella, Italy
NAS Whidbey Island, WA
NAS Whiting Field, FL
Natick Solider System Center, MA
National Guard Bureau, VA*
National Maritime Intelligence Center, Soutland, MD
Nautilus Park, Groton, CT
Naval Academy, Annapolis, MD
Naval Air Facility, Atsugi, Japan
Naval Air Weapons Center, China Lake, CA
Naval Base Coronado, CA
Naval Base Kitsap, WA
Naval Base Point Loma, CA
Naval Base San Diego, CA
Naval Base Ventura County, CA
Naval Commander Operational Test and Evaluation Force, VA
Naval Construction Battalion Center, MS
Naval Mobile Construction Battalion (NMCB) 133, MS
Naval Operational Support, Miami, FL
Naval Post Graduate School, Monterey, CA
Naval Region Hawaii
Naval Research Office, Ballston, VA
Naval Reserve Center, San Diego, CA
Naval Service Training Command, IL
Naval Small Craft Instruction and Technical Training School, MS
Naval Station Annapolis, MD
Naval Station Everett, WA
Naval Station Great Lakes, IL
Naval Station Mayport, FL
Naval Station Newport, RI
Naval Station Norfolk, VA
Naval Station Rota, Spain
Naval Station San Diego, CA
Naval Submarine Base New London, CT
Naval Support Activity Mid-South, TN
Naval Support Activity Monterey, CA
Naval Support Activity Panama City, FL
Naval Support Facility Diego Garcia
Naval Support Facility Indian Head, MD
Naval Weapons Station Seal Beach, CA
Navy Region Center, Singapore
Nellis AFB, NV
NOSC San Diego, CA
NSA Bahrain
NSA Bethesda, MD
NSA Naples, Italy
NSA Norfolk, VA
NSA Potomac, DC
NSA Souda Bay, Greece
NSB Kings Bay, GA
NWS Earle, NJ
Offutt AFB, NE
Osan AB, South Korea
Patrick AFB, FL
Pentagon, VA*
Peterson AFB, CO
Picatinny Arsenal, NJ
Pope AFB, NC
Portsmouth Naval Shipyard, VA
RAF Alconbury, UK
RAF Croughton, UK
RAF Lakenheath, UK
RAF Menwith Hill, UK
RAF Mildenhall, UK
Ramstein AB, Germany
Randolph AFB, TX
Rickenbacker Air National Guard Base, OH
Robbins AFB, GA
Rock Island Arsenal, IL
Schriever AFB, CO
Scott AFB, IL
Seymour Johnson AFB, NC
Shaw AFB, SC
Sheppard AFB, TX
Spangdahlem AB, Germany
The Chief of Naval Personnel (CHNAVPER),Washington, DC
Tinker AFB, OK
Tobhanna Army Depot, PA
Travis AFB, CA
Tyndall AFB, FL
US Army Yuma Proving Ground, Yuma, AZ
US Coast Guard – NCR
Work-Life Office*
US Coast Guard San Diego, CA
US Fleet Activities Sasebo, Japan
USAF Academy, CO
USAG Baden Wuerttemberg, Germany
USAG Bamberg, Germany
USAG Baumholder, Germany
USAG Detroit Arsenal, MI
USAG Garmisch, Germany
USAG Grafenwoehr, Germany
USAG Heidelberg, Germany
USAG Hohenfels, Germany
USAG Miami
USAG Schinnen, Netherlands
USAG Stuttgart, Germany
USAG Vincenza, Italy
USAG Yongsan, South Korea
USMC Camp Foster, Okinawa, Japan
USMC Camp Hansen, Okinawa, Japan
USMC Camp Kinser, Okinawa, Japan
USS Abraham Lincoln
Vance AFB, OK
Vandenberg AFB, CA
Washington Navy Yard, DC
Weisbaden Army Airfield, Germany
West Point, NY
White Sands Missile Range, NM
Wright-Patterson AFB, OH
Yokosuka DET, Japan
Yokota AB, Japan

NON-PROFIT ORGANIZATIONS/ASSOCIATIONS
Air Force Aid Society*
Association of Military Banks of America*
BBB Central, Northern and Western Arizona
BBB Greater Maryland
BBB Kentucky
BBB Metro Atlanta, Athens, NE
Georgia
BBB Military Line*
BBB Minnesota and North Dakota
BBB Tucson, Arizona
BBB West Florida
Blue Star Families*
Boys and Girls Clubs of America*
Defense Credit Union Council*
District of Columbia Government Financial Planning Association*
FINRA Investor Education Foundation*
GIMoney.com
Illinois State Treasurer’s Office
National Association of Federal Credit Unions*
National Military Family Association*
Minnesota Department of Commerce
Navy Marine Corps Relief Society*
USA Cares
Veterans Plus*

* Member of Military Saves Advisory Committee