



Youth Savings

At Military Saves, our goal is to promote the importance of savings and encourage individuals and families to take financial action. To help the people you serve save more successfully and to promote the importance of savings at a national level, we have put together this resource packet entitled “Youth Savings” with you in mind.

This resource packet contains a sample article, suggestions for social media content, and tools and resources designed to **help you communicate with the public, your audience, and with other organizations to help them teach youth about savings**. Look for new packets from Military Saves every six weeks.

We encourage you to use this material to:

- Augment the savings information you already provide to others;
- Encourage individuals to take the [Military Saves pledge](#), thereby creating and committing to a basic savings or debt reduction plan;
- Position your organization as "in front" of the savings message and the need to save, particularly in uncertain economic times;

We want to hear from you. Please take a moment to [complete this one-question survey](#) on the usefulness of this material.

Our next resource kit is on “emergency savings”. If you have materials you would like us to include please send them to [Andia Dinesen](#).

This resource packet includes:

1. [Sample Article](#)
2. [Facebook and Twitter Posts](#)
3. [Tools and Resources](#)
4. [One-question survey](#)

Sample Article

Use this content for your blog, newsletter, email communications, or any other publication. You can either rewrite the information or use as a guest post. (If you would like to use as a guest post, credit Katie Bryan, Communications Manager, America Saves)

Teaching Youth to Save

Financial habits are learned at a very young age. These days, people are increasingly forced to pay greater attention to personal finance and are discovering that they are unprepared to handle their own finances, let alone educate their children. While many parents are seeking more information to better their own financial situation, they often forget or are not confident enough to pass on the lessons they are learning. **This needs to change.** Remember that **it's never too late to start talking with your kids about finances** if you haven't begun yet, but ideally you want to begin as early as kindergarten. Current data shows that children of wealthy parents are more financially savvy later in life, but this is a matter of confidence on the part of parents. Even low-income families can be confident about their financial situations, and pass that onto their kids through open conversations and planning. Educating yourself, along with your children, is absolutely essential for financial fitness and security later in life.

Make a Habit of Saving With Your Child Each Week

Each week, set aside a few dollars and put it into a savings account or into a piggy bank at home. Make sure you have one account for yourself and one for your child. As weeks go by, you and your children can watch your respective savings grow! Be sure to stick with your savings plan and only spend your savings on things you really want. By doing this you will not only start to save yourself, but will also help your child start to save as well.

Set a Goal. Make a Plan. Save Automatically. With Your Children.

- Create a savings plan and goal. Pick something you want to save for and an amount that you can realistically save every month. Most young savers choose to save between \$5 and \$25 dollars a month, but save more if you can.
- Keep your savings in a bank account or some other place that is not easy to access. If you keep the money you want to save in your wallet, it's too easy to spend.
- Have a plan for making regular deposits into your savings account or piggy-bank. If possible, it's best to make your deposits automatically, by asking your employer to deposit a portion of your paycheck directly into your savings account. Or, set a schedule for yourself and pick one day each week or each month to make a deposit.

Are you ready to set your goal?

[Military Saves](#), a non-profit partner in the Defense Department's Financial Readiness Campaign, encourages servicemembers and their families to save money, pay down debt, and build personal wealth. Military Saves promotes positive changes in personal financial behavior through the notion that we can "Start Small, Think Big." When you take the [Military Saves pledge](#), you'll receive the following benefits:

- Servicemembers and their spouses who Take the Pledge will receive their free credit score from myFICO (the code will be available on the website or in the welcome email from Military Saves)
- Free monthly e-mail newsletters with savings advice from national experts
- Free subscription to the quarterly American Saver newsletter

Sample Tweets/Facebook

Share the following messages with your Facebook and Twitter Followers:

#SavingsTipTuesday

Aug 28 – Have a #teen at home who wants to make some \$ to #save? Here are some ideas <http://ow.ly/dbB0C> #SavingsTipTuesday

Sept 4 – Here are some simple ways #youth can cut down spending to #save big <http://ow.ly/dbB76> #SavingsTipTuesday

Sept 11 – Encourage your #Teen to join Military Youth Saves today <http://ow.ly/dbBai> #SavingsTipTuesday

Sept 18 – Drinking one less soda a day can #save you \$264 a year <http://ow.ly/dbB76> via @MilitarySaves #SavingsTipTuesday

Sept 25 – Saving .50 cents in loose change a day will #save you \$180 a year. <http://ow.ly/dbB76> via @MilitarySaves #SavingsTipTuesday

#SavingsFactFriday

Aug 31 – Use #MoneyAsYouGrow to start a dialogue about \$ and teach #kids lessons about #saving. <http://ow.ly/d5C78> #SavingsFactFriday

Sept 7 – Use this colorful, interactive booklet to start a conversation about money with #children. <http://ow.ly/d5Cro> #SavingsFactFriday

Sept 14 – Hone your money management skills with this @D2Dfund #app Celebrity Calamity! <http://ow.ly/dcMD1> #SavingsFactFriday

Sept 21 – Check out this #Youth program designed for #savings advice & motivation <http://ow.ly/dbCSI> #SavingsFactFriday

Sept 28 – #Teens face choices that will have effects on their financial futures. <http://ow.ly/d5BtQ> via @FINRAFoundation #SavingsFactFriday

Tools and Resources

Share the following tools and resources with your audience and with other organizations:

America Saves

- www.militarysaves.org/military-youth-saves
- [Military Youth Saves Poster](#) (8.5 x 11)
- [Military Youth Saves Poster](#) (11 x 17)
- [Young America Saves Resource Kit](#)

Cooperative Extension Service

[Youth program designed for students in grades 6 through 8](#). (Takes a moment to download)

SaveAndInvest.org

- [Teens & Money Section](#)

Financial Industry Regulatory Authority (FINRA)

- [Smart Saving for College](#)

Boys and Girls Clubs of America:

- [Military Partnership](#)

President's Advisory Council on Financial Capability:

- [Money As You Grow](#)

Other Resources:

- [Great Minds Think: A Kid's Guide to Money](#)
- [Money Matters 101](#)

Tools and Calculators

- [FINRA College Savings Calculator](#)
- [Celebrity Calamity App](#)

Visit the [Military Saves blog](#) over the next six weeks for more articles on Youth Savings Topics. If you would like to contribute please email lila@militarysaves.org