

Digital and Social Media Outreach



Thank you for participating in [Military Saves Week](#). Military Saves Week is an annual opportunity for organizations to promote good savings behavior and a chance for individuals to assess their own saving status and “Set a Goal. Make a Plan. 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 organizations, bloggers, and individuals to promote during the Week through social media, newsletters, emails, and blogs.

Have questions or comments? Contact [James Lander](#), Military Saves Director.

This Packet Includes:

1. [Sample activity: Promote a different savings strategy each day of Military Saves Week](#)
2. [Military Saves QR Code](#)
3. [40 days of content to share on social media](#) (Starting January 20, 2014)
4. [Content to share in newsletters, emails, and blogs](#)

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 24: Save for Emergencies

- How to do it: Find ways save. Here are [54 ways](#) to get you started. Learn why it's so important.

2. Tuesday February 25: 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 26: 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 2014.

4. Thursday February 27: Save for Retirement

- How to do it: Participate in a work-related retirement program or open up a [Roth IRA](#). Already saving? Increase the amount you save toward retirement by 1% in 2014.

5. Friday February 28: Save at Tax Time

- How to do it: Use form [8888](#) to split part of your refund into a savings account. [Learn more](#).

6. Saturday March 1: Pledge to 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!](#)

Military Saves Pledge QR Code

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



40 days of content to share on social media

Follow Military Saves:

Twitter

- Follow [@militarysaves](#) Twitter account.
- Promote the hashtag **#MSW2014** in any savings or MSW-related content at the end of each 140 (or less) character posting.
- [Inform us](#) of your Twitter name so that we may follow you and Retweet your posts.

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:

January 20:

Military Saves Week is 1 month away! Sign up at <http://ow.ly/s9oiq>. Individuals can take the pledge at militarysaves.org/take-the-pledge #MSW

January 21:

Are you tracking your #spending? Get tips & toolkits from @FINRA_education saveandinvest.org website <http://ow.ly/sjuXu> #MSW2014

January 22:

Are you saving in all the right places? Assess your #savings progress with this new tool and find out! <http://ow.ly/rFyuZ> MSW2014#

January 23

Assess your savings progress today to see if you are saving in all the right places. <http://ow.ly/rFyuZ> #MSW2014

January 24:

Individuals & organizations can participate in @MilitarySaves Week. Click for simple ideas & free materials <http://ow.ly/sdSOS> #MSW2014

January 25:

Make this the year you get out of debt, save, or improve your credit score with BetterMoneyHabits.com #MSW2014

January 26:

Join over 300 orgs that have committed to help others #save during @MilitarySaves Week Feb. 24-March 1 <http://ow.ly/sdT1T> #MSW2014

January 27:

Putting aside \$.50 a day will allow you to #save nearly 40% of a \$500 #emergency fund each year. Get tips how <http://ow.ly/rswS2> #MSW2014

January 28:

Learning how to plan wisely for usage of a tax refund is the key to financial success. Get tips on how to plan wisely @MilitarySaves <http://ow.ly/rVvoM> #MSW2014

January 29:

Free downloadable one-pagers and posters to use at events and VITA sites from @MilitarySaves <http://ow.ly/sdSOS> #MSW2014

January 30:

Check out a new guide from @CFPB that helps you to know which questions to ask when shopping for a financial adviser ow.ly/rrjYO #MSW2014

January 31:

How are you doing as a #saver? Check out the Savers Checklist to check off your #savings accomplishments <http://ow.ly/rFyuZ> #MSW2014

February 1:

SET A GOAL: Paying off debt is the number 3 goal that savers in America select when they pledge to save <http://ow.ly/s9z2V> #MSW2014

February 2:

MAKE A PLAN: Do you spend less than your income & #save the difference? See how much \$ you can #save <http://ow.ly/h6yjQ> #MSW2014

February 3:

SAVE AUTOMATICALLY w/ each paycheck. You won't have to think about how much to #save or take additional steps <http://ow.ly/sjhTO> #MSW2014

February 4:

54 Ways to Save! From food and clothing to housing and entertainment! Find them all at <http://ow.ly/sfsPP> #MSW2014

February 5:

See How to Grow Your Tax Refund with Savings Bonds <http://ow.ly/rOltx> #MSW2014

February 6:

Are you #saving enough for #retirement? Get on the right track for retirement no matter what age you are <http://ow.ly/sftyD> #MSW2014

February 7:

A FINRA Survey found 46% of Servicemembers don't have an emergency fund- Start saving for one today! <http://ow.ly/rswS2> #MSW2014

February 8:

Individuals & organizations can participate in @MilitarySaves Week. Click for ideas & free materials <http://ow.ly/sdSOS> #MSW2014

February 9:

Credit Unions can help you save \$\$\$\$. Learn more about how to join and how they can help you save at www.mycreditunion.gov #MSW2014

February 10:

Do you have a #savings tip you want to share with others? Share it with @MilitarySaves [Facebook page](#) #MSW2014

February 11:

SET A GOAL: Is your New Year's resolution to save for retirement? Get tips on traditional and Roth IRAs at <http://ow.ly/sfUUD> #MSW2014

February 12:

Take the @MilitarySaves Pledge & sign up to receive its monthly newsletter with #savings tips and resources <http://ow.ly/s9FnP> #MSW2014

February 13:

Did you know you can use your #tax refund to #save? Ask your tax preparer for Form 8888 <http://ow.ly/sH7qn> #MSW2014

February 14:

Check out NCUA consumer protection video featuring Military Saves <http://ow.ly/sGQgY> #MSW2014

February 15:

Have you taken the @MilitarySaves Pledge? Set your #saving goal and make a plan today <http://ow.ly/s9FnP> #MSW2014

February 16:

MAKE A PLAN: Track Your Spending and save. Get tips from the @FINRA_education saveandinvest.org website at <http://ow.ly/sfVU6> #MSW2014

February 17:

How are you doing as a #saver? Check off your #savings accomplishments on this Savers Checklist <http://ow.ly/rFyuZ> #MSW2014

February 18:

Share your #savings goal w/ others for @MilitarySaves Week. Download the poster, write your goal, & share <http://ow.ly/sGYUm> #MSW2014

February 19:

Is your New Year's resolution to save for a car? Get some helpful tips at <http://ow.ly/sdNN9> #MSW2014

February 20:

Start #saving and encourage others to #save with free downloads from @MilitarySaves <http://ow.ly/sdSOS> #MSW2014

February 21:

@MilitarySaves Week begins in 3 days! Sign up today at <http://ow.ly/s9oiq> #MSW2014

February 22:

Assess your savings progress today to see if you are saving in all the right places. <http://ow.ly/rFyuZ> #MSW2014

February 23:

Military Saves Week begins tomorrow! Have you taken the pledge? Sign up at <http://ow.ly/s9FnP>

MILITARY SAVES WEEK 2014 #MSW2014 POSTS:

We encourage everyone to use each post below, and then post their own savings tips. Don't forget to use #MSW2014 so everyone can view your Tweets easily!

February 24: (3 posts)

It's @MilitarySaves Week! Individuals & organizations can participate. Click for simple ideas & free materials. <http://ow.ly/sdSOS> #MSW2014

Have you #saved for an #emergency? Maintain #savings of \$500 to meet unexpected financial challenges <http://ow.ly/s9l9J> #MSW2014

Check out this NCUA consumer protection video featuring Military Saves <http://ow.ly/sGQgY> #MSW2014

February 25: (2 posts)

SET A GOAL To Pay Down #Debt. Create your plan and find helpful resources with @MilitarySaves <http://ow.ly/s9z2V> #MSW2014

Share your #savings goal w/ others for @MilitarySaves Week. Download the poster, write your goal, & share <http://ow.ly/sGYUm> #MSW2014

Prevent accumulation of fees that become impossible to pay down by identifying 3 types of personal debt <http://ow.ly/sGRfv>

February 26: (3 posts)

SAVE AUTOMATICALLY w/ each paycheck. You won't have to think about how much to #save or take additional steps <http://ow.ly/sjhTO> #MSW2014

The easiest way to #save is to save automatically. Transfer \$ to a savings account every paycheck. More tips at <http://ow.ly/sjhTO> #MSW2014

SAVE AUTOMATICALLY using an allotment with myPay to automatically transfer funds monthly into a savings account <http://ow.ly/sjhTO>

February 27: (3 posts)

SET A GOAL: Begin saving for retirement at any age. See how <http://ow.ly/sfwPn> #MSW2014

Saving for retirement? You don't want to work forever! Make #savings automatic <http://ow.ly/sjjQp> #MSW2014 via @choosetosave

Open up a traditional or Roth IRA to save for retirement. Anyone who earns income can put money into an IRA <http://ow.ly/sHby3> #MSW2014

February 28: (3 posts)

Use form 8888 to split part of your refund into a savings account. More tax saving tips at <http://ow.ly/sGWhv>

See How to Grow Your Tax Refund with Savings Bonds <http://ow.ly/rOltx> #MSW2014

Not sure if you are #saving in all the right places? Assess your #savings progress today w/ this new tool. <http://ow.ly/rFyuZ> #MSW2014

March 1: (2 posts)

Create a #savings plan & encourage friends & family to #save by taking the Military Saves pledge today! <http://ow.ly/s9FnP> #MSW2014

Did your financial institution plan a great Military Saves Week event? Encourage them to enter the #MSW2014 awards at <http://ow.ly/sfWQ6>

March 2 (2 posts):

Military Saves Week is over but you can receive monthly savings tips by signing up for our newsletter. Just email info@militarysaves.org

With planning, discipline, patience, & some outside help, almost anyone can reduce their debts & build wealth <http://ow.ly/s9z2V> #MSW2014

Blog/Newsletter Content

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

- [This Military Saves Week: Improve Your Financial Situation](#)
- [5 Easy Ways to Get Involved in Military Saves Week and Save Successfully](#)
- [Events and Activities During Military Saves Week](#)

This Military Saves Week: Take Action to Improve Your Financial Situation

By James Lander, Military Saves Director.

[Military Saves Week](#), February 24 – March 1, 2014, is a time to review your finances, decide what you want to save for, and set up a system that will allow you to save automatically. That's why the Military Saves Week theme is **Set a Goal. Make a Plan. Save Automatically**. Did you know that only half of Americans report having good savings habits? Even if you are already saving, it's good to take a look at your goals and decide if you can save more or start a new savings goal. Join thousands of others who are [pledging](#) to pay down debt, save money, and take financial action during Military Saves Week.

Not sure what to save for or what to save for next? Here are the most popular saving goals of those who have pledged to save through Military Saves:

- **Save for Emergencies** - Only 37 percent of low-to-moderate income households have a savings or money market account at a bank or credit union and nearly a quarter of savers who have pledged to save have chosen “emergency savings” as their first wealth-building goal. [Learn more.](#)
- **Pay Down Debt** - Getting out of debt is the #3 goal Savers select when they pledge to save. That does not come as a surprise since Americans spend well over \$75 billion a year just on credit card interest and fees. [Learn more.](#)
- **Save for a Car** - Being able to travel by car can help people earn more, spend less, and get better value in their housing. Cars, however, are relatively expensive to purchase and maintain. American households spend, on average, more than \$8,000 dollars on car purchases and maintenance each year. Individuals can reduce this transportation expense by making wise purchase decisions. [Learn more.](#)
- **Save for Retirement** – A 2013 survey found that retirement is the top priority for Military Savers. If you are Active-Duty Military or a DoD civilian employee you have access to the [Thrift Savings Plan](#) (TSP). Uniformed servicemembers do not receive matching contributions from the Department of Defense into TSP but FERS employees do qualify for matching contributions. The contribution limits are set each year by the IRS . [Learn more.](#)

Not sure how to save for your goals? Here are some saving strategies to help:

- **Save Automatically** - Save automatically using an allotment with myPay. These savings will provide funds for emergencies, future consumer purchases, home purchase, school tuition, or even retirement. You can use one (or more) of your six discretionary allotments to automatically transfer funds monthly from your into a savings account. Saving automatically is the easiest and most successful way to save, because what you don't see, you probably will not miss. [Learn more](#).
- **Save at Tax Time** - Do you spend weeks eagerly anticipating your tax refund? When the money finally comes in, is it gone tomorrow? Many people view tax refunds as unplanned bonuses. They see the money as a gift from the government, to use for splurges or treats. But a tax refund provides the opportunity to improve your financial situation. [Learn more](#).

[Take the Military Saves Pledge](#) (or re-pledge) today to set your savings goal and make a plan to save. When you take the pledge you can also choose to receive text message tips and reminders to help you save for your goal. And don't forget to follow Military Saves on [Facebook](#) and [Twitter](#).

[Military Saves Week](#) is coordinated by [Military Saves](#), a partner in the Department of Defense's Financial Readiness Campaign, that seeks to motivate, support, and encourage military families to save money, reduce debt, and build wealth.

Started in 2007, Military Saves Week is an annual opportunity for installations and organizations to promote good savings behavior, and a chance for servicemembers and their families to assess their own saving status is an annual opportunity for organizations to promote good savings behavior and a chance for individuals to assess their own saving status

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

By James Lander, Military Saves Director.

[Military Saves Week](#) February 24 – March 1, 2014 is chance for individuals to assess their savings and take financial action. Did you know that only half of Americans report having good savings habits? Now is the time to take action and **Set a Goal. Make a Plan. Save Automatically**. Take the time this week to select a savings goal and create a plan to save for it.

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

1. [Pledge to Save](#)
 - Those with a savings plan are twice as likely to save for emergencies and retirement than those without a plan. Join over 350,000 people who have already committed to save. When you take the pledge you can also choose to receive text message tips and reminders to help you save for your goal.
2. [Discover Your Savings Options](#)
 - Use tools and resources from the FINRA Investor Education Foundation, a Military Saves partner. This foundation's [saveandinvest.org](#) website can be used to educate yourself on retirement and other savings resources.
3. [Saver Checklist: Evaluate Your Savings Preparedness](#)

- This checklist is made up of characteristics of successful savers, which include debt management. It can serve as a useful starting point for evaluating one's savings preparedness.
4. [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.
 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.

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