

# Military Saves Advisory Meeting

## October 5, 2017



# Agenda

- ❑ **Welcome and Introductions**
- ❑ **Blended Retirement System Update: Maj. Mike Odle, Assistant Director, Military Compensation Policy**
- ❑ **Military Saves Update:**
  - **2017 Military Saver Survey**
  - **Activities and Partnership Updates**
  - **Communications Update**
  - **Military Saves Week 2018 preview**
- ❑ **Around the table report out & questions**

# Blended Retirement System Update

**Michael R. Odle, Maj, USAF**  
**Assistant Director, Military Compensation Policy**  
**Blended Retirement System/Strategic**  
**Communications**

# Military Saves Updates

**2017 Military Saver Survey Results**  
**Lani Poblete, Military Saves Project Manager**

# 2017 Military Saver Survey

## 2017 Military Saver Survey Highlights:

- Impact of Military Saves Pledge: The Pledge works to positively change savings behavior.
- Banks and Credit Unions are still a top choice for most helpful sources of financial information.
- Top Savings Challenges: 45% indicated 'Unexpected Expenses' as top savings challenge.
- Top 5 Communications Preferences: Email just as popular as face-to-face/in person, along with printed materials.
- Retirement the top savings goal, followed by debt repayment.
- Retirement readiness: 67% have set up retirement accounts, nearly half (47%) increased contributions.



# 2017 Military Saver Survey

## Other findings:

- Retirement more of a top savings goal for higher paygrades, 01-07 (45 percent).
- Debt repayment the top savings goal for E1-E3 service members (28 percent).
- Military Savers take the Pledge to help with long-term, large savings goals. 59 percent looking to save \$5,000 or more; looking to Military Saves for guidance for 1 year or longer.
- 40 percent read financial information or advice on mobile phone.
- Preferred frequency for receiving information from sources is monthly (36 percent; 27 percent weekly).



# Military Saves - Partnership Updates

**Hosted Blended Retirement System (BRS) Twitter Chat with  
DoD Financial Readiness and TSP on September 14, 2017**

## Military Saves – Partnership Updates

 #BlendedRetirement Chat w/ #AskRobyn

**When: Thursday 9/14 @ 1 p.m. ET**

**Hosted by: @MilitarySaves**

**Featuring: @DoDFINRED w/ @TSP4gov**

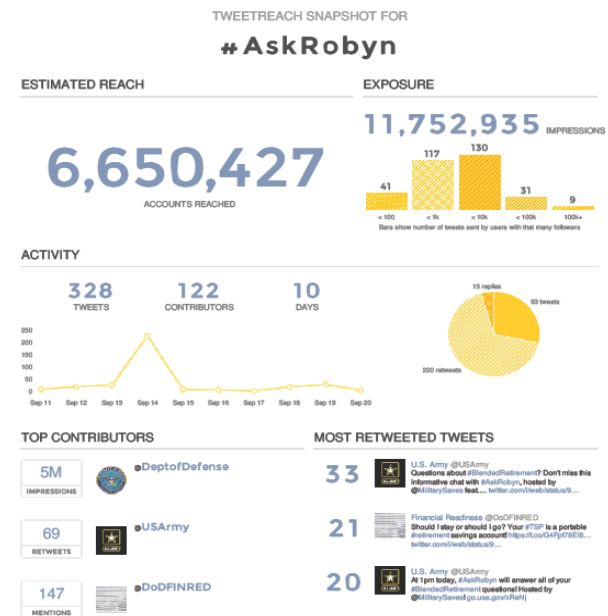




# Military Saves – Partnership Updates

## #AskRobyn

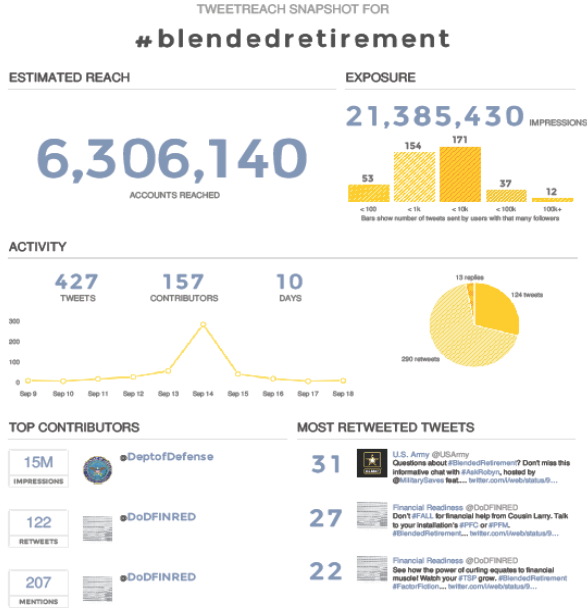
- More than 11.7 million impressions
- More than 6.6 million accounts reached with #AskRobyn
- 328 tweets
- 122 contributors
- U.S. Army – showed active support with 69 retweets



# Military Saves – Partnership Updates

## #BlendedRetirement

- 6.3 million accounts reached
- Close to 21.4 million impressions
- 427 tweets
- 157 contributors



## Military Saves – Partnership Updates

- ❑ **Military Saves includes information about BRS whenever possible in partner packets and blogs, and we promote/cross promote BRS on social media, especially for @DoDFINRED.**
- ❑ **Military Saves created a Five-Step BRS blog and 'Checklist to Success' collaborating with DoD Military Compensation.**



# Military Saves – Partnership Updates



## FIVE-STEP BLENDED RETIREMENT SYSTEM (BRS) CHECKLIST TO SUCCESS

- STEP 1**  
Determine your **eligibility**.  

- STEP 2**  
Take the mandatory **BRS Opt-In Course**.  

- STEP 3**  
**Educate** yourself on the BRS and use the BRS Calculator to analyze your estimated benefits.  

- STEP 4**  
**Schedule** an appointment to consult your installation personal financial manager/counselor  

- STEP 5**  
Make your **decision** between January 1, 2018 and December 31, 2018.  


[www.militarysaves.org](http://www.militarysaves.org)



# Military Saves – Partnership Updates

## World Investor Week, October 2-8

- ❑ **U.S. Securities and Exchange Commission (SEC) is leading U.S. efforts to promote investor education and protection as part of World Investor Week (#WIW2017)**
  
- ❑ **Military Saves is supporting SEC in this effort:**
  - **Guest blog from SEC on October 3**
  - **Social media support linking to @SEC\_Investor\_Ed resources**

## Military Saves – Partnership Updates

### Military Family Learning Network

**30 Days of  
Savings  
Challenge**

- ❑ Supported MFLN's 30 Days of Savings Challenge in September to encourage people to make small deposits over 30 days to save \$100 by the end of the month.
  
- ❑ Military Saves supported this effort with:
  - Blog post on [militarysaves.org](http://militarysaves.org)
  - Social media support
  - Email marketing to both Military Saves and America Saves audiences

# Military Saves – Partnership Updates

@MilConsumer & @StopFraudCO

Thursday 9/14

1 pm MT / 3 pm ET



 **#MilChat**

Retirement & The Military Community



# Military Saves - Communications Updates

## MilitarySaves.org

- ❑ **27 blogs posted to militarysaves.org during 2<sup>nd</sup> & 3<sup>rd</sup> quarters: covering a variety of topics including credit scores, BRS, emergency disaster aid/relief orgs, and building transition & emergency funds**
  
- ❑ **Latest Partner Resource Packets:**
  - **Military Life: Deployment, PCS Moves & TDY**
  - **Military Millennials & Managing Debt/Credit**
  - **Military Transitions & Retirement**



## Military Saves - Communications Updates

- ❑ **Website viewership remains steady:**
  - **4,800 users per month**
  - **9,100 page views per month**
  
- ❑ **What are people viewing?**
  - **Top viewed blogs – TSP and Retirement are hot topics!**
    - **“Considering a Thrift Savings Plan Rollover? Consider this.” (FINRA authored guest blog)**
    - **“Sign up and save with the TSP”**
    - **“The Basics of Active Duty Retirement”**

# Military Saves - Communications Updates

## OUR BLOG

Recent Articles

Featured

Blog Tags

## Popular Tags

- TSP
- Savings Tips
- Saving
- Retirement
- Military Saves Week
- Holiday
- Financial Planning
- Emergency Savings
- Debt
- Budgeting

## ✓ Tip of the Day

Start saving for emergencies with small, regularly scheduled automatic contributions: <http://bit.ly/2knOikO>

HOME » OUR BLOG » CONSIDERING A THRIFT SAVINGS PLAN ROLLOVER? CONSIDER THIS.



f 33 t 6 p 0 e

## Considering A Thrift Savings Plan Rollover? Consider This.

RETIREMENT TSP IRA

By the FINRA Investor Education Foundation

Did you know that Americans saving for retirement have more money in IRAs than in employer-sponsored retirement plans like the Thrift Savings Plan (TSP)? And the largest source of IRA contributions comes from individuals who move their money from the TSP or similar 401(k) or 403(b) plans when they leave a job, according to the Employee Benefit Research Institute.

## Military Saves - Communications Updates

### **Text message service:**

- 1300 subscribers**
- Goal-based reminders going out once a month**
- Actively promoting sign-ups to increase subscriber base**

# Military Saves - Digital Communications

## Social Media Reach:

**Twitter: 3,880 followers**

**2<sup>nd</sup> & 3<sup>rd</sup> quarter averages:**

- ❑ 88 retweets
- ❑ 57 mentions
- ❑ 30 likes



## Facebook:

- ❑ 25,150 likes
- ❑ 55,000 impressions



# **Military Saves Week 2018 Preview**

**Madeline Daniels**

**America Saves Communications Director**

# Military Saves Week 2018 Preview

## Military Saves Week 2018 Themes

### **Monday: Save with a plan**

Pledge, savings goals

### **Tuesday: Save with technology**

Save automatically

FinTech

### **Wednesday: Save for rainy days**

Emergency savings

### **Thursday: Save to retire**

Retirement/long-term investments

### **Friday: Save the extra**

Tax-time savings

Extra income (bonuses, three-paycheck months, raises)

Inheritances, winnings, etc.

### **Saturday : Save as a family**

Family savings

Education savings

Saving for fun (vacations, events, etc.)

# Military Saves Week 2018 Preview

**Alecia D. Blair**

**Military Saves Communications Strategist & Outreach Manager**

# Military Saves Week 2018 Preview

## Military Saves Week Updated Service Branch Goals

**Army: 20,000**

**Air Force: 8,000**

**Navy: 3,500**

**Marines: 3,000**

**National Guard: 350**

**Coast Guard: 150**

- ✓ MSW is Feb. 26-March 3, 2018
- ✓ Focus on quality engagements
- ✓ MSW 101 Webinars available
- ✓ Outreach this year focuses on 1. Service branch/installation financial readiness programs (PFMs, PFCs,); 2. Financial Institutions/Banking Liaison Officers; 3. Garrison Commanders (streamlined proclamation) and 4. traditional partners.
- ✓ Daily savings themes provide opportunities for partner collaboration. Join us!
- ✓ Please sign up to participate in the week and promote the Military Saves Pledge.



# America Saves Designation of Savings Excellence



## **32 Banks and Credit Unions Awarded 2017 America Saves Designation of Savings Excellence:**

- **10 military-affiliated credit unions**
- **4 military banks**

## **Honorable Mentions:**

- **5 military-affiliated credit unions**
- **1 military bank**

# America Saves Designation of Savings Excellence



Air Force Federal Credit Union  
Andrews Federal Credit Union  
Armed Forces Bank  
Dover Federal Credit Union  
Eglin Federal Credit Union  
First Arkansas Bank & Trust  
FNB Community Bank  
Fort Hood National Bank  
Hanscom Federal Credit Union  
Keys Federal Credit Union  
Navy Federal Credit Union  
Pacific Marine Credit Union

Pioneer Valley Credit Union  
R.I.A. Federal Credit Union

## **HONORABLE MENTIONS:**

Broadway Bank  
Freedom Federal Credit Union  
FreeStar Financial Credit Union  
Frontier Community Credit Union  
NSWC Federal Credit Union  
Security Service Federal Credit Union

# Military Awards Updates

- ❑ Working group met in September to discuss MSW Awards.
- ❑ Two awards:
  - Top pledges from each branch of service (pulled from database)
  - Innovation in Financial Education (installations/orgs apply)
- ❑ Action items: Create criteria and application for Innovation awards.
- ❑ Military Saves hopes that these new awards encourage installation/org participation and provide much-needed recognition.

# Military Saves Meeting Wrap-up

## Ways to partner:

- ❑ **Guest Blogs on [militarysaves.org](http://militarysaves.org)**
- ❑ **Sign up to participate in Military Saves Week—worldwide financial readiness party!**
- ❑ **Use and share our Partner Resource Packets**
  - **Sample blog, social media & resources**

# Military Saves Meeting Wrap-up

- ❑ **Continue to encourage service members to take the Pledge!**
- ❑ **Support our efforts on social media by and engage by sharing/retweeting/liking our content.**

# Military Saves – Next Meeting

**SAVE THE DATE!**

**Next meeting: Wednesday, February 7, 2018 (tentative)**

# Contact Information

## Allie Vered

America Saves Director  
[avered@consumerfed.org](mailto:avered@consumerfed.org)

 [info@militarysaves.org](mailto:info@militarysaves.org)

## Alecia Blair

Military Saves Communications  
Strategist & Outreach Manager  
[ablair@consumerfed.org](mailto:ablair@consumerfed.org)

 [MilitarySaves.org](http://MilitarySaves.org)

## Lani Poblete

Military Saves Project Manager  
[lpoblete@consumerfed.org](mailto:lpoblete@consumerfed.org)

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