



MILITARY SAVES

Quarterly Program Meeting January 12, 2021

Angela Caban, Director

Lila Quintiliani, Senior Program Manager

Jackie Toops, Program Coordinator



Agenda

2:00 – 2:05 Welcome and introduction of Military Saves Advisory Board - Angela Caban, MS

2:05 – 2:10 Military Saves Updates - Lila Quintiliani, MS

2:10 – 2:25 Military Saves 2021 Saver Survey – Angela Caban, MS

2:25 – 2:45 Military Saves Month - Angela Caban, MS

2:45 – 3:00 Around the table – All

- What are you working on? How can MS support?
- Q&A

3:00 Meeting Adjourned - Angela Caban, Military Saves



Military Saves' researched-based work to improve the saving behavior of the military community is supported by the generous contribution of Wells Fargo Foundation.



Military Saves 2021-2023 Advisory Board:

- **Brian Alvarado**, *Deputy Director of Workforce Development*, Hiring Our Heroes
- **Shay Cook**, *Financial Readiness Manager*, FINRA Investor Education Foundation
- **Jen Davis**, *Government Relations Deputy Director*, National Military Family Association
- **Andia Dinesen**, *Executive VP of Communications and Operations*, Association of Military Banks of America
- **Tom Kastner**, *Financial Wellness Vice President*, Wounded Warrior Project
- **Aaron Levy**, *Acting Director, Individual and Community Preparedness Division*, FEMA
- **Jerry Quinn**, *Chief Operating Officer and Secretary*, American Armed Forces Mutual Aid Association
- **Shannon Razzadin**, *President and Executive Director*, Military Family Advisory Network
- **Bianca Strzalkowski**, *Managing Editor*, AmeriForce Media
- **Andi Wrenn**, *PFC Provider Network Manager*, Zeiders Enterprises, Inc.



Updates

- Inducted into the Military Spouse Employment Partnership in December 2020
- New partnership with RallyPoint
- New Military Saves website launches April 2021!



Military Saves 2021 Saver Survey

What is the Military Saves Saver Survey?

- Every other year, the Saver Survey analyzes trends related to savings and the financial readiness of service members, military spouses, families, and veterans. The results will help to not only improve our program but to help our supporting organizations better understand the realities the military community faces when it comes to finances.
- Identify key pandemic pain points. There could many factors such as: military moves, military spouse unemployment and the 2021 tax deferment repayment.



Why a Military Saves Saver Survey?

- The survey is designed to capture insights from the entire military community.
- We encourage all to take the Pledge.
- Good data leads to good programming.

This research is designed to better **understand savings habits**:

- What are their current savings goals and challenges?
- Has COVID-19 impacted their savings or finances?
- Has COVID-19 changed attitudes toward savings?
- Are they unemployed or underemployed?
- What steps are they taking towards retirement readiness?
- What communications platforms and content will best meet their needs?
- Have they succeeded if they took the Military Saves Pledge?



2019 Military Saves Saver Survey Highlights

- 57% reported that unexpected expenses were a top savings challenge.
- 80% said that taking the Military Saves Pledge had helped them save.
- 42% said that their bank or credit union website was the most helpful form of financial information.
- 49% preferred to visit their bank or credit union for in-person information.

Top savings goals:

1. 22% retirement
2. 21% debt repayment
3. 12% adding to their emergency fund



Military Saves 2021 Saver Survey

- Open to all, with a heavy focus on veterans, military spouses, Guard and Reserve communities related to COVID-19.
- Adding new demographic specific questions such as:
 - Service component (veteran, National Guard, Reserve, retired from military and are they working in a civilian role?)
 - Gender and race.
 - Income level if out of the military or not the service member.
- Opens after Military Saves Month in May and will stay open for one month.
- Incentives for survey respondents.
- Toolkits with graphics, copy and social media messaging available for all outreach partners.
- Survey release event in Washington, DC around late fall 2021.
- A virtual event for those not able to attend in person.



Military Saves 2021 Saver Survey Donors

Presenting Donor



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MILITARY SAVES MONTH

- April 1-30 2021 – Financial Capability Month
- Sign-ups are open: www.militarysaves.org
- If you signed up in 2020, you're good for 2021
- Digital toolkit and materials released end of January
- Embeddable pledge forms and Text to Pledge available by request
- Pledge QR code





MILITARY SAVES MONTH

Military Saves Month Weekly Themes:

Week 1: Campaign Launch/Save Automatically

Week 2: Save for the Unexpected

Week 3: Save to Retire

Week 4: Save by Reducing Debt

Week 5: Save as a Family **NEW!**





MILITARY SAVES MONTH

Military Saves Month 2021 Webinar Training Series:

February 9th, 2021

Installations @ 11 am ET

Financial Institutions @ 3 pm ET

February 11th, 2021

Military Support Organizations @ 11 am ET





April 6, 2021
2 p.m. ET
Quarterly Program
Update Meeting



Around the Table

- Share how you are doing and what are you working on.
- How can MS support?
- Q&A

