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# MILITARY SAVES WEEK 2019 PLANNING COMMITTEE MEETING

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# AGENDA

- Welcome, housekeeping and introductions
- Military Saves & Military Saves Week
  - How has participation benefited your organization?
  - How could your organization realize a greater benefit?
  - How can we further amplify the message of #MSW19? What can you do?
- Recap, reactions & closing

# WHAT IS MILITARY SAVES?

## Mission Statement

- Military Saves, an initiative of America Saves, is a research-based campaign that uses the principles of social marketing and behavioral economics to motivate, support, and encourage military families to save money and build wealth.
- Military Saves encourages all service members, their families, civilian employees, and veterans to save automatically and to take the Military Saves Pledge, a savings tool, to create their savings plan. Organizations are encouraged to promote savings year round and during Military Saves Week.
- Military Saves has motivated the military community to save money since 2003.

## A Tale of Two Audiences

- Savers: Those who Military Saves encourages to build good savings behaviors
- Partners: Those who Military Saves encourages to promote savings to service members and their families (military community)

# THE “WHY” BEHIND MILITARY SAVES

## The Military Saves Pledge

I PLEDGE TO SAVE MONEY, REDUCE DEBT, AND BUILD WEALTH OVER TIME. I WILL ENCOURAGE MY FAMILY AND FRIENDS TO DO THE SAME.

## Saving is a challenge

- Having adequate emergency savings is still a challenge for many military families.
- Military Saves believes that successful saving starts when service members set a goal with the Military Saves Pledge and use the tool to create a plan to reach that goal. Why? Because savers with a plan are twice as likely to save successfully for things like retirement and emergency savings (*America Saves & Artemis, 2016*). And that’s what the Military Saves Pledge is—a simple savings plan.
- According to the 2012 FINRA Investor Education Foundation’s National Financial Capability Study, 43 percent of the military families surveyed reported that they had no “rainy day” fund to cover emergencies.
- About 45 percent of those who participated in the 2017 Military Saver Survey report **unexpected expenses** as a top savings challenge.

# MILITARY SAVES: AN ONGOING MOVEMENT

- Since 2007, Military Saves has helped more than **300,000 savers**.
- **Top five savings goals** are:
  1. Emergency fund
  2. Retirement
  3. Other (family expenses)
  4. Investment savings
  5. Large purchases

The screenshot shows the Military Saves website homepage. At the top left is the logo "MILITARY AMERICA Saves" with the tagline "START SMALL. THINK BIG." Below the logo are navigation links: "FOR SAVERS", "FOR ORGANIZATIONS", "IN THE NEWSROOM", and "LEARN MORE ABOUT US". On the top right, there are links for "PROFILE CENTER", "BLOG", and a search bar.

The main content area features several promotional tiles:

- Set a Savings Goal**: A video thumbnail showing three men in military uniforms holding "Military Saves" pledge cards. Below the video is the text "SAVING MONEY STARTS WHEN YOU SET A GOAL. LEARN MORE>>" and a pagination indicator "1 2 3".
- Savings Averages**: A tile with a pink piggy bank icon and the text "Average amount saved per month \$246". Below it is the text "NEW INFOGRAPHIC HIGHLIGHTS FROM SAVES WEEK 2018".
- MILITARY SAVES WEEK**: A tile with a photo of a family and the text "February 25 through March 2, 2019". Below it is the text "PARTNER RESOURCE PACKET BRS: SHOULD I STAY OR SHOULD I GO?".
- START SAVING TODAY TAKE THE PLEDGE**: A tile with an eagle and American flag graphic.
- MILITARY SAVES WEEK 2019 SEE THE PARTICIPANTS**: A green tile with white text.
- SIGN UP TODAY! JOIN THE #MSW19 MOVEMENT!**: A green tile with white text.

# MILITARY SAVES WEEK: AN ONGOING MOVEMENT



# MILITARY SAVES WEEK: AN ONGOING MOVEMENT

## For Discussion:

- How has participation benefited your organization?
- How could your organization realize a greater benefit?

# MILITARY SAVES WEEK: AN ONGOING MOVEMENT

## What is #MSW19?

- Military Saves Week is an annual opportunity for installations and organizations to promote good savings behavior (**installation events**) and a chance for service members and their families to assess their own saving status (**Military Saves Pledge**).
- Military Saves Week is a worldwide financial readiness movement focused on savings.
- An opportunity to transform the lives of millions by working together with and beyond your community to encourage and support good savings behaviors.

## MILITARY SAVES WEEK February 25 - March 2, 2019

The screenshot shows the website's navigation bar with the Military Saves logo and menu items: FOR SAVERS, FOR ORGANIZATIONS (highlighted), IN THE NEWSROOM, and LEARN MORE ABOUT US. It also includes links for PROFILE CENTER, BLOG, and a search bar. The main content area features a breadcrumb trail (HOME > FOR ORGANIZATIONS > MILITARY SAVES WEEK) and a sidebar with links like 'Receive News and Updates', 'Military Saves Week', 'Sign Up for Military Saves Week 2019', 'Participating Organizations', 'Events and Activities', 'Memorandums and Endorsements', 'Graphics Package', 'Military Saves Week Materials', 'Designation of Savings Excellence for Military Saves Week', and 'Past Military Saves Weeks'. The main content area displays the event title and dates, followed by a description: 'Military Saves Week is an annual opportunity for installations and organizations to promote good savings behavior and a chance for service members and their families to assess their own saving status. Typically hundreds of organizations participate in the Week, reaching millions of people.' Below this is a section titled 'Getting started is easy!' with a list of organization types: Family Readiness Centers & PFMs, Financial Institutions, Installations, and Nonprofits.



# MILITARY SAVES WEEK: AN ONGOING MOVEMENT

## Updates for this year

- **MSW 2019 Memo:** DoD FINRED has indicated that a Military Saves Week 2019 Memo will be released in November.
- **Deeper relationships:** Military Saves is pursuing even closer relationships with each Service/Component's Financial Education/Readiness Program, which may result in individual Letters of Agreement to better serve these programs and support Personal Financial Managers/Counselors.
- **Moving & Shaking:** In collaboration with DoD FINRED and the Services/Components, Military Saves will experiment in transitioning Military Saves Week to the month of April in the next couple of years. This will give the Services/Components and installations greater flexibility and will align with Financial Capability Month, which is also celebrated in April. Stay tuned!

## MILITARY SAVES WEEK February 25 - March 2, 2019

The screenshot shows the 'FOR ORGANIZATIONS' page for Military Saves Week 2019. The top navigation bar includes the 'MILITARY AMERICA Saves' logo with the tagline 'START SMALL. THINK BIG.', and menu items for 'FOR SAVERS', 'FOR ORGANIZATIONS' (which is highlighted), 'IN THE NEWSROOM', and 'LEARN MORE ABOUT US'. On the right side of the navigation bar, there are links for 'PROFILE CENTER', 'BLOG', and a search box.

The main content area features a breadcrumb trail: 'HOME > FOR ORGANIZATIONS > MILITARY SAVES WEEK'. Below this, there is a sidebar with a list of links: 'Receive News and Updates', 'Military Saves Week' (highlighted), 'Sign Up for Military Saves Week 2019', 'Participating Organizations', 'Events and Activities', 'Memorandums and Endorsements', 'Graphics Package', 'Military Saves Week Materials', 'Designation of Savings Excellence for Military Saves Week', and 'Past Military Saves Weeks'.

The main content area displays the 'MILITARY SAVES WEEK February 25 - March 2, 2019' header. Below the header, a paragraph states: 'Military Saves Week is an annual opportunity for installations and organizations to promote good savings behavior and a chance for service members and their families to assess their own saving status. Typically hundreds of organizations participate in the Week, reaching millions of people.'

Below the paragraph, a section titled 'Getting started is easy!' instructs users to 'Select your organization type below for customized resources.' A bulleted list provides the following options: 'Family Readiness Centers & PFMs', 'Financial Institutions', 'Installations', and 'Nonprofits'.

# MILITARY SAVES WEEK: AN ONGOING MOVEMENT

## Proposed #ASW19 Daily Savings Themes

- Monday, February 25: **Save with a plan**
- Tuesday, February 26: **Save automatically**
- Wednesday, February 27: **Save for the unexpected**
- Thursday, February 28: **Save for retirement**
- Friday, March 1: **Save the extra**
- Saturday, March 2: **Save as a family**

Thoughts?

## MILITARY SAVES WEEK February 25 - March 2, 2019

The screenshot shows the website interface for Military Saves Week. At the top, there is a navigation bar with the 'MILITARY AMERICA Saves' logo and the tagline 'START SMALL. THINK BIG.'. Navigation options include 'FOR SAVERS', 'FOR ORGANIZATIONS' (which is highlighted), 'IN THE NEWSROOM', and 'LEARN MORE ABOUT US'. There are also links for 'PROFILE CENTER', 'BLOG', and a search bar.

The main content area is titled 'FOR ORGANIZATIONS' and includes a breadcrumb trail: 'HOME > FOR ORGANIZATIONS > MILITARY SAVES WEEK'. A sidebar on the left lists various resources: 'Receive News and Updates', 'Military Saves Week' (highlighted), 'Sign Up for Military Saves Week 2019', 'Participating Organizations', 'Events and Activities', 'Memorandums and Endorsements', 'Graphics Package', 'Military Saves Week Materials', 'Designation of Savings Excellence for Military Saves Week', and 'Past Military Saves Weeks'.

The main content area features the 'MILITARY SAVES WEEK February 25 - March 2, 2019' header. Below this, a paragraph states: 'Military Saves Week is an annual opportunity for installations and organizations to promote good savings behavior and a chance for service members and their families to assess their own saving status. Typically hundreds of organizations participate in the Week, reaching millions of people.'

A section titled 'Getting started is easy!' instructs users to 'Select your organization type below for customized resources.' and lists the following categories:

- Family Readiness Centers & PFMs
- Financial Institutions
- Installations
- Nonprofits

# MILITARY SAVES WEEK 2019

## How can you get involved?

- **Sign up** to become a participating organization in the #MSW19 savings movement at [militarysaves.org/sign-up-today](https://militarysaves.org/sign-up-today).
- **Partner** with other organizations, installation leadership to host digital or in-person events.
- **Encourage** your colleagues, service members, their families, etc., to take the [Military Saves Pledge](#) to save.
- **Visit** [militarysaves.org](https://militarysaves.org) to download and use free resources, including the Digital Toolkit, co-brandable flyers, and sample blog and social media content.



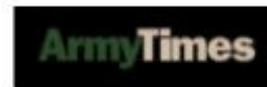
# MILITARY SAVES WEEK 2018

## World-wide Coverage + Exposure

- All Services/Components of the U.S. Armed Forces participated in #MSW18.
- 550+ installations/organizations participated in Military Saves Week. That's a 27% increase in organizational participation from MSW 2017! This number includes 83 credit unions and 51 banks.
- 25,900+ military savers in Q1, 28,000+ to date
- Pledges and organizational participation inspired financial engagement and action!

## Media Coverage

Military Saves Week 2018 shined a spotlight on the importance of savings in personal financial readiness and received local and national media attention from more than 50 news outlets, including:



# MILITARY SAVES WEEK: CALL TO ACTION

## For Discussion:

- How we can amplify the messages of #MSW19? What can you do?
  - **Call to action:** Organize in-person events, host a Tweet chat or Live chat, submit a savings-themed blog, push messaging through digital channels (#MSW19), adapt this presentation and use it to be #MSW19 Ambassadors and advocates. The possibilities are endless, and we need you to **amplify** and own this important movement. Be creative!
  - **Example:** Military Saves on the road during #MSW19

# Join us for Military Saves Week 2019!

Monday, Feb. 25 – Saturday, March 2



Visit us online  
[www.militarysaves.org](http://www.militarysaves.org)



Email us!  
[info@militarysaves.org](mailto:info@militarysaves.org)

Find us on social media!



@MilitarySaves



@Military.Saves

Join the #MSW19 movement!

Become a participating organization at [militarysaves.org/sign-up-today!](http://militarysaves.org/sign-up-today!)