

MILITARY SAVES WEEK 2018: Activity Report

Military Saves Week (MSW) 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. MSW is a worldwide financial readiness celebration that kicks off the campaign year!

Since 2007, more than 300,000 (and counting) service members and their family members have taken the Military Saves pledge to save money, reduce debt and build wealth. Every year, hundreds of installations and organizations from all over the world participate in MSW by hosting events that promote savings and financial readiness. **Here are some highlights from January–March 2018.**

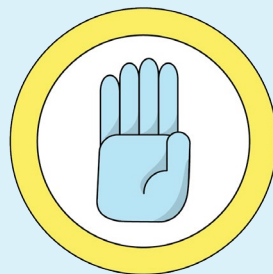
PLEDGE COUNT

25,911

Military Savers (7% are re-pledgers)

48,300

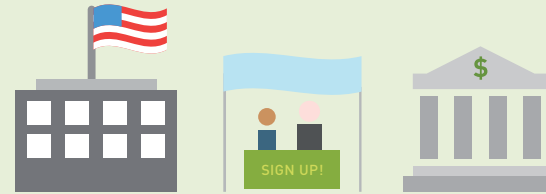
America/Military Savers, combined



MILITARYSAVES.ORG

PARTICIPATION

All branches of the U.S. Armed Forces participated.



600+ individuals signed up from **550+** installations/organizations to participate in Military Saves Week. That's a **27% increase** in organizational participation from MSW 2017! This number includes **83** Credit Unions and **51** Banks.

1,600+ individuals registered on behalf of organizations from all over the world to participate in America/Military Saves Week.

Pledges and organizational participation inspired financial engagement and action!



ARMY
87



AIR FORCE
86



NAVY
68



MARINES
52



NATIONAL GUARD
35



COAST GUARD
10

SOCIAL MEDIA

militarysaves.org

33,200+ visitors brought
100,400+ page views



4,781 Followers

Twitter account is up by more than 1,700 followers since March 2017. Prior to MSW, retweets, mentions and likes all trended up.



25,000+ Likes

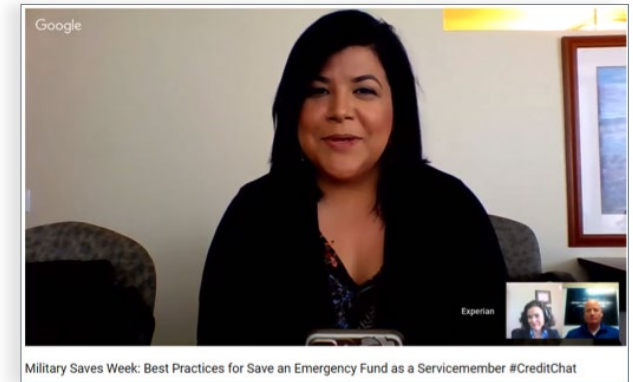
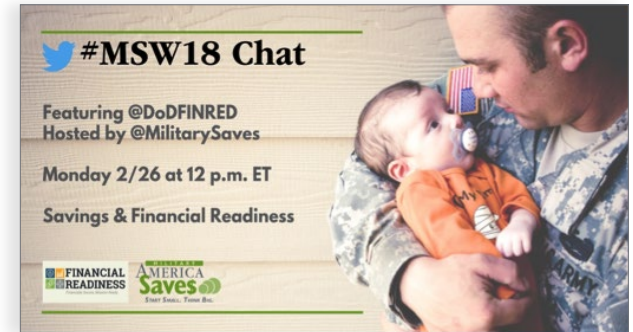
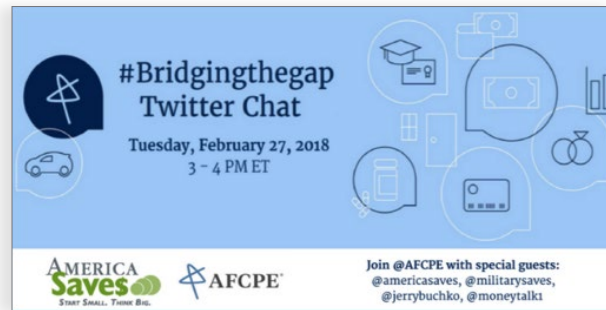
43,740
Average Daily
Total Reach

75,661
Average Daily
Total impressions

Numbers trended up from fourth quarter reflecting increased traffic during MSW.

LIVE CHATS

Military Saves hosted a #MSW18 Twitter chat, participated in an @AFCPE Twitter Chat, was featured in two Google/YouTube Hangouts (@Experian and @LaceyLangford) and presented during a Department of Labor/VETS webinar to transitioning service members.



PROMO VIDEO

Military Saves launched its MSW promotion video, produced by USAA Educational Foundation.

AFFILIATE SUPPORT

Military-affiliated programs, publications and government agencies got in on the fun by supporting Military Saves Week on both Facebook and Twitter.



“ I have paid off over \$15,000 of my debt and went from living paycheck to paycheck and having no funds in my savings account to having \$25,000! I also started my Thrift Savings Plan account and enjoy watching my balance grow. I’m extremely grateful to my Army Community Service financial counselor and Military Saves for assisting me in getting on the right path for financial success! ”

STAFF SERGEANT, FORT JACKSON, S.C.
SOLDIER AND MILITARY SAVER/PLEDGER (EXCERPT)

VIDEO

Installation news outlets amplified the messages of MSW through video.



U.S. Army Fort, Huachuca, TX



Goodfellow Air Force Base, TX



Marine Corps Community Service Miramar/
Marine Corps Recruit Depot, San Diego, Calif.

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 WINS: ENGAGEMENT!



Installation and organizational participation grew



Reach on Twitter trended up



Government agencies and installation news outlets engaged on social media