

Military Saves Advisory Meeting

May 10, 2017



Agenda

- ❑ **Welcome and Introductions**
- ❑ **Blended Retirement System Update – Maj. Mike Odle, Assistant Director, Military Compensation Policy**
- ❑ **Military Saves Update –**
 - **New Leadership, New Vision: Allie Vered, America Saves Director**
- ❑ **Military Saves Week 2017 Highlights**
 - **FINRA Military Saves Week Activities**
- ❑ **Military Saves/America Saves Communications Update**
 - *Break for lunch***
- ❑ **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

**New Leadership, New Vision:
Allie Vered, America Saves Director**

Military Saves Updates

**Ways to Partner with Us
What's new with Military Saves?
Lani Poblete, Military Saves Project Manager**

Military Saves Updates

Ways to partner:

- ❑ **Guest Blogs on militarysaves.org**
- ❑ **Engage Military Savers through our social media saving community**
- ❑ **Participate in Military Saves Week—worldwide financial readiness party!**
- ❑ **Use and share our Partner Resource Packets**
-Sample blog, social media & resources

Military Saves Updates

What's new?

- ❑ **Military Saver Survey**
- ❑ **Creation of an Award recognizing Installations**
- ❑ **Text message recruitment strategy**
 - **Currently seeking potential funders/partners in this area**
 - **Text to Pledge capability**
- ❑ **FINRA partnership**
- ❑ **Wells Fargo partnership**
- ❑ **Veteran outreach**

Military Saves Updates

Military Saves Campaign: A period of assessment
Alecia D. Blair
Communications & Outreach Manager

Military Saves Week 2017

Military Saves Week 2017 Highlights

Military Saves Week 2017

MSW 2017 Pledge numbers:

- ❑ **January 1 – March 31, 2017: 35,000+ took the pledge!**
- ❑ **To date 36,031 have taken the pledge this year > 285,000 pledges since 2007.**
- ❑ **Army exceeded its goal with 20,356 pledges**
- ❑ **Air Force 8,141 pledges**
- ❑ **Navy 3,551 pledges**
- ❑ **Marines 3,379 pledges**
- ❑ **Coast Guard 175 pledges**

Military Saves Week 2017

MSW 2017 Reporting Survey:

- Social media: 290,050
- Website: 246,055
- Posters/flyers: 152,040
- Email/e-newsletters: 372,080
- Print publications: 152,080
- Ads/PSAs: 125,025
- Signs/billboards: 165,050
- Tax site outreach: 33,560
- Postal mail: 2,515
- Financial counseling: 21,535

Military Saves Week 2017

Top Performing Installations:

Rank	Installation	Pledges
1	Fort Leonard Wood	5079
2	Fort Hood	3678
3	Fort Bliss	1370
4	MCAS Iwakuni	1101
5	USAG Yongsan	1081
6	MCB Camp S D Butler (Camp Foster, Kinser, Courtney, Hansen, Schwab and MCAS Futenma)	1061
7	Fort Jackson	1043
8	Grafenwoehr (Vilseck), United States Army Garrison	783
9	Little Rock AFB	713

Military Saves Week 2017

Participating Organizations:

- ❑ 581 signed up to participate in Military Saves Week
- ❑ Including 105 banks & credit unions

Military Saves Week 2017

Media Coverage Highlights:



The Motley Fool.

MilitaryTimes

STARS  AND STRIPES.

Kiplinger



Military Saves Digital Communications

Social Media Reach:



Twitter: 3,053 followers

- ❑ **#MSW2017: 3,218 tweets=12.5M impressions, reaching close to 3 million people, from 400 different accounts using hashtag.**
- ❑ **Mentions: Military Saves mentions peaked in February and March with 237 mentions and 305 mentions respectively**
- ❑ **Liked posts: February - 205; March - 154**
- ❑ **Retweets: Peaked in February with 197 retweets**

Military Saves Digital Communications



Military Saves Week 2017

Military Saves Week/America Saves Week Live Chats:

- Experian
- Cooperative Extension System
 - Participation from Military Families Learning Network
- Michelle Singletary, Washington Post
- WiseBread.com
- Mint


Military Saves Week 2017

Facebook: 25,000+ likes


- ❑ **Consistently receive about 30% of traffic during MSW**
- ❑ **Over a quarter million post impressions**
- ❑ **Engaged nearly 6,000 Facebook users**



Military Saves Week 2017

 **Military Saves** Published by Buffer [?] · February 24 · Like Page



"The sooner you start saving — for retirement or any other major purchases you hope will be in your future — the better." Are you saving enough for retirement? Military Saves Week begins on Monday. There's no better time to take the Military Saves Pledge and Set a Goal, Make a Plan, and Save Automatically. Learn more at <http://bit.ly/2IAzOyd>. #MSW2017






Here's how much money you should have saved at every age
By age 30, you should have the equivalent of your salary saved.
CNBC.COM | BY CNBC

✔ **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 7,500 people.

7,863 people reached Boost Post

  Jhoana Craig, Valerie Gollihar and 16 others 18 Shares

 Like  Comment  Share  Buffer

Military Saves Week 2017

Social Media Highlights:

- ❑ Endorsement via Twitter from Army Chief of Staff, Gen. Mark A. Milley, encouraging all soldiers and families to take the Military Saves pledge. Gen. Milley has over 15,000 followers on Twitter.



Military Saves Week 2017

- ❑ Army Reserve Family Programs produced a promotional [video](#) for Military Saves Week on financial readiness, featuring LTG Charles D. Luckey, Chief of Army Reserve and Commanding General, U.S. Army Reserve Command, and his wife, Mrs. Julie Luckey. The video was shared on ARFP's Facebook page which has close to 6,000 followers.



LTG Luckey and Mrs. Luckey highlight financial readiness during Military Saves Week 2017

Military Saves Week 2017

- ❑ The U.S. Army produced a [video](#) to highlight Military Saves Week. It was shared on their Facebook page that has over 4.5 million followers.



Military Saves Week 2017

- ❑ The Defense Commissary Agency also produced a [video](#) encouraging servicemembers to take the Military Saves Pledge. It can be view on their YouTube channel that has close to 500 subscribers.



Military Saves Week 2017



Military Saves Week 2017



Military Saves Week 2017

**Thank you for helping us make
Military Saves Week 2017 a success!**

Military Saves Week Activities - FINRA

**W.G. “Bud” Schneeweis, Military Financial Readiness
Program**

FINRA Investor Education Foundation

FINRA Foundation

2017 Military Saves Activities



Military Saves – Jan-Mar 2017

- In collaboration with SEC, 20 MSW Speaking Events:
 - 14 events at 3 locations on Guam
 - 6 events at 3 locations on Oahu, Hawaii
- FINRA District Office, Denver CO:
 - 1 event at Buckley AFB
- Connected with 650 service members or spouses in conjunction with MSW
- 908 myFICO user registrations
- 408 FICO Reports delivered (thru Mar 31, 2017)

Military Saves – February 2017



USCG AirSta Clearwater FL



Naval Base Guam

Military Saves – March 2017



JB Pearl Harbor-Hickam, HI

Military Saves Week Wrap-up

- ❑ **Military Saves Annual Report—Send us any photos, linked to videos from your Military Saves Week outreach activities**
- ❑ **Continue to encourage servicemembers to take the Pledge!**
- ❑ **Support our efforts on social media by sharing/retweeting/liking our content.**

Military Saves Digital Communications

Madeline Daniels

America Saves Communications Director

America Saves Designation of Savings Excellence



- Many military-affiliated banks and credit unions have applied. Applications are currently being reviewed.
 - 54% of applying credit unions are military-affiliated
- Expansion of Awards to recognize Military Installations for their Military Saves Week efforts.

Military Saves

SAVE THE DATE!

Next meeting: Wednesday, October 4, 2017 (tentative)

Contact Information

Allie Vered

America Saves Director
avered@consumerfed.org

 info@militarysaves.org

Alecia Blair

Military Saves Communications &
Outreach Manager
ablair@consumerfed.org

 MilitarySaves.org

Lani Poblete

Military Saves Project Manager
lpoblete@consumerfed.org

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