

MILITARY SAVES CAMPAIGN

- **BLUF:** *Military Saves* is a DoD sponsored social marketing campaign to persuade, motivate, and encourage military Families to save money every month, and to convince leaders and organizations to be aggressive in promoting automatic savings.
- *Military Saves* strives to make every military community a supportive environment by bringing the entire military community together to focus on financial readiness.
- Punctuated by the dedicated *Military Saves* week, *Military Saves* has also transitioned to a year-round campaign in order to effectively direct attention to and influence the savings behavior of our Service members and Families throughout the year.
- Each quarter of the year has a different focus: the first quarter theme of “Save and Invest” coincides with that of *America Saves Week*, the second quarter, with the month of April being Military Youth Month, will spotlight military youth, and the third and fourth quarters will focus on debt reduction and retirement, respectively.
- *Military Saves* week is conducted annually on the last Sunday in February to the first Sunday in March.
- A growing network of organizations and individuals committed to helping and supporting military members and their loved ones build personal savings arsenals to provide for their immediate and long term financial needs.
- Organizations embrace the campaign by inviting members, employees, customers, and community members to join as Savers.
- Resource materials and tips for the *Military Saves* campaign are available to all program managers online at www.militarysaves.org.

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- Goals of the program include:
 - Increase Soldier participation in Thrift Savings
 - Increase junior enlisted participation in deployment savings program from 15% to 25%
 - Promote behavior change allowing Soldiers to build wealth through savings and investments.

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Q: What type awareness campaigns are currently promoting financial wellness and stability to Soldiers and their Families?

A: Army, in collaboration with DoD, promotes savings through *Military Saves*, a part of a national campaign called *America Saves*, sponsored by the Consumer Federation of America (CFA).

Q: What is America Saves?

A: *America Saves* is a campaign that works through community coalitions to persuade and encourage people to avoid debt and build wealth through saving. In a saving community, people encourage each other to save money regularly and habitually.

Q: Who can join, and why should they join?

A: Membership is open to everyone – service and Family members, retirees, veterans, civil servants, contractors, NAF employees, and friends. The *Military Saves* initiative encourages a cultural change in attitudes and behavioral standards regarding saving money. It is a long-term, on-going effort to make real change in our nation's future.

Q: How much does it cost?

A: Membership is free. Organizations can join the campaign for free as well, but will probably want to spend some money on marketing materials or advertising.

Q: What is the ultimate goal of this campaign?

A: The campaign goals are:

- Assist in reaching individual financial goals. Written goals shared with others are more likely to be reached.
- To get out of debt faster or save more money!

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- Membership benefits – a free quarterly electronic newsletter, access to other wealth building information, and savings and debt reduction tips.
- To make a difference – help establish a financially fit fighting force by building personal wealth through saving!

Q: How does the campaign work?

A: Installations schedule community activities around themes of savings. The campaign activities help organizations deliver positive messages about saving and invite people to write down their goals to save money or reduce debt. This can be done in targeted mailings and emailings, briefings, assemblies and workshops, one-on-one recruitment, or a combination of these and other methods

Q: What type of activities can we see at installation during Military Saves Week?

A: Activities may include but are not limited to: Personal Finance Courses/Seminars; Command Briefings; Home Buyers/Mortgage workshops; State Consumer Affairs/Protection Agencies workshops; Predatory Lending Seminars; Financial institutions' open houses; and Children and Youth saving activities.