



Building Saving Communities

*Sarah Shirley, Director, Military Saves,
Consumer Federation of America
Association of Financial Planners, Counselors and Educators
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Overview

- Annual Saver Drive Week (Feb-Mar)
- Ongoing Saving/Debt Reduction Campaign
- Campaign responsibility shared by CFA, Military Services, banks, credit unions, national partners
- LEADERSHIP
- PARTNERSHIP
- ACTION



National Partners

FINRA Investor
Education
Foundation

Wells Fargo Home
Mortgage

American Logistics
Association

American Society of
Military Comptrollers

Armed Forces Tax
Council

Association of Military
Banks of America
Cooperative Extension

SaveAndInvest.org



National Partners, *continued*

Defense Credit Union
Council

Department of the Army

Department of Defense

Department of the Navy

InCharge Education
Foundation

National Association of
Federal Credit Unions

National Military Family
Association

Navy-Marine Corps
Relief Society

United States Air Force

United States Marine
Corps



Partner Organizations

1. Develop specific plans and goals to identify as a saving communities
2. Distribute suggested action plans and talking points to chapters, satellites, branches, etc.
3. Provide funding and other resources
4. Engage trusted messengers
 - Parents
 - Veterans
 - Business Leaders
 - Sports Figures, Other Celebrities
 - Educators
 - Civic Leaders, Elected Officials



Campaign Resources

- Growing infrastructure to support campaigning communities
- www.MilitarySaves.org
 - Customizable Graphics
 - Checklists 
 - PSAs
- America Saves Week/America Saves campaigns in 50+ communities
- National Savings Forum
- Technical Assistance/Training





Keys to Savings Success

Enroll right now at militarysaves.org

- Open a direct deposit savings account.
- Pay yourself first, even before your bills.
- Build an emergency fund for your family.
- Add to your TSP.



BUILD WEALTH NOT DEBT

ADDITIONAL RESOURCES





Saving is as easy as, well, pie.

Introducing direct deposit in up to three accounts
with Saving Made Simple from the IRS.



savingmadesimple.org



ARE YOU SAVINGS READY

WWW.MILITARYSAVES.ORG

FREE SAVINGS
ARSENAL

BE DEBT
FREE

MAKE YOUR
OWN PLAN



Military Saves is part of the Department of Defense Financial Readiness Campaign, and is supported in part by the NASD Investor Education Foundation, sponsors of SaveAndInvest.org.

SaveAndInvest.org

This is a free program – nobody (not Military Saves) will try to sell you anything – ever.

Campaign Coordinators

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