



## Extension Educators' Fact Sheet

America Saves Week 2010: February 21-28, 2010

### Why should I participate in the America Saves Week?

- Market and strengthen your financial education programs and activities
- Increase visibility and motivate communities to make positive behavioral changes related to money issues
- Use this as an opportunity for creativity and teamwork for youth and adults
- Highlight local events conducted prior, during, and after the week

### Action Goals of the America Saves Week

- Integrate America Saves Week into existing or new financial education efforts to motivate youth and adults to save money and reduce debt
- Partner with financial institutions to provide no-fee accounts with low minimum deposit
- Partner with employers and organizations to encourage emergency savings accounts, direct deposit, and new or increased participation in 401k, 403b programs
- Enroll youth and adults as American Savers

### Check out these valuable online resources to learn more about the America Saves Week

- America Saves Toolkit for Extension Educators: [www.csrees.usda.gov/nea/economics/fsll/edu\\_saves.html](http://www.csrees.usda.gov/nea/economics/fsll/edu_saves.html)
- [www.americasavesweek.org](http://www.americasavesweek.org), [www.americasaves.org](http://www.americasaves.org), and [www.tennesseesaves.org](http://www.tennesseesaves.org)

### Try some of these activities or be creative and come up with your own

- Offer worksite workshops, posters, flyers
- Distribute paycheck flyer and Saves Week handouts to city, county, school, company employees
- Collaborate with financial institutions to conduct special promotion (e.g., "Save Your Change" event), products, giveaways, drawings to encourage opening or contribution to saving accounts
- Distribute press releases highlighting financial literacy program impact and promoting events
- Use legislative events for proclamations, exhibits, provide impact, or introduce partners or program participants
- Organize "Piggy Bank Pageant" or money-themed poster or essay contest with adult and youth categories
- Organize "Saves Night" at basketball game or other event to distribute savings related giveaways
- Collaborate with Earned Income Tax Credit/VITA tax preparation promotion by distribution posters and flyers

### Need Help? Check out these small grants

Consumer Federation of America will offer small grants to assist in planning and implementing Saves Week activities. Deadline for proposals is in early November. Check the [americasavesweek.org](http://americasavesweek.org) website for details. Proposals will require:

- Description of activities, number of participating organizations, number of savers to enroll, number of people to be reached directly and indirectly through marketing efforts, projected number of people taking financial action
- Time line and line item budget

### How will I report outcomes?

Enter your Saves Week report on-line (watch for the URL announcement). Information will be compiled for state and national reports. Information to be collected:

- Characteristics of target audience, number of Savers enrolled, number of Savers opening new accounts or adding additional accounts, total amount of monthly savings goals pledged, type of savings incentives offered to Savers
- Distribution of branded Saves Week flyers, number of direct and indirect PR methods used, number of contacts
- Number of collaborating partners, volunteers, amount of sponsorship, grant funding, and in-kind contribution

**Questions? Contact the National Extension America Saves Week Leadership Team:** Jane Schuchardt, USDA-CSREES, [jschuchardt@csrees.usda.gov](mailto:jschuchardt@csrees.usda.gov) (lead); Elaine Courtney, University of Florida Extension, [ecourtney@co.okaloosa.fl.us](mailto:ecourtney@co.okaloosa.fl.us); University of Tennessee Extension, [jpuett@utk.edu](mailto:jpuett@utk.edu); Patti Wooten-Swanson, University of California Extension, [pwsanson@ucdavis.edu](mailto:pwsanson@ucdavis.edu); Carol Young, Kansas State University, [cyoung@oznet.ksu.edu](mailto:cyoung@oznet.ksu.edu); Lisa Leslie, Florida Extension, [leslie@hillsboroughcounty.org](mailto:leslie@hillsboroughcounty.org); Betty Neilson, Tennessee Extension, [bneilso1@tennessee.edu](mailto:bneilso1@tennessee.edu); Jim Terry, USDA, CSREES, [jterry@csrees.usda.gov](mailto:jterry@csrees.usda.gov)