



**How You Can Participate in
America Saves Week 2018**

About



Consumer Federation of America is located in Washington, D.C., and was founded in 1968. It is an association of more than 300 nonprofit pro-consumer groups including Consumers Union, AARP, credit unions, housing co-ops, and grassroots organizations.



America Saves is a national social marketing campaign that seeks to motivate and support low to moderate income households to save and build wealth.



America Saves Week is coordinated by America Saves and the American Savings Education Council. Started in 2007, the Week is an annual opportunity for organizations to promote good savings behavior and a chance for individuals to assess their own saving status.



How America Saves Encourages Saving

- **Support the organizing of a wide range of stakeholders** and service providers to positively impact their constituents
- **Provide materials, resources, website, data base and infrastructure** to support the organizational effort and to individual savers
- **Work with financial institutions** to provide no fee and low opening balance savings accounts
- Organize **America Saves Week**, the last week in February, as a national call to positive financial action

AMERICA SAVES WEEK

February 26-March 3, 2018

- Co-coordinated by America Saves and the American Savings Education Council.
- An annual opportunity for Americans to assess their financial condition and goals
- A dedicated time for financial action
- A time for organizations and institutions to emphasize Saving

America Saves Week Participating Organizations

A national initiative with thousands of organizations

- Organizations encourage and assist Americans, especially lower-income households, to start saving and build wealth
- Annual reach of more than 30 million people
- Over 60 local, regional, and statewide saves campaigns

Participating Organizations include:

- Department of Defense -- USDA/NIFA
- FDIC -- Cooperative Extension
- OCC -- Jump\$tart
- Social Security Administration
- FRB



America Saves Week Rhode Island

Participating Organizations:

- **Community Action Partnership of Providence**
- **Office of Rhode Island General Treasurer Seth Magaziner**
- **Rhode Island Student Loan Authority**

Join Invite Education in Saving with a Plan for Education

AMERICA SAVES WEEK
February 26 - March 3, 2018

Pledge
to save
now!

**You look like
you can start saving.**

**Put some away
for your education.**



Invite Education will be hosting a Twitter chat on Monday February 26th at 2PM EST focused on:

- Saving for Post-Secondary Success
- Saving in the Underserved Communities
- Highlighting innovative programs

**AMERICA
Saves**
START SMALL. THINK BIG.

How Organizations Can Participate in America Saves Week

Download Toolkit

1. Flyers, Poster, & Payroll Stuffers
2. Logos, Web Buttons, and Banners
3. Social Media Kit
4. Sample Newsletter, Email, and Blog Content
5. Sample Press Release
6. Sample Proclamation
7. PowerPoint Presentations

AmericaSavesWeek.org

