



## **AMERICA SAVES AND AMERICA SAVES LOCAL CAMPAIGNS COMMON STRATEGY**

Using the principles of social marketing, the development of a community-based America Saves campaign is a “partnership” between the local organization(s) and the national America Saves team. The campaign encourages good saving behavior throughout the community and motivates and supports individuals and families to save money, reduce debt, and build wealth.

America Saves campaigns play a key role in creating a culture of saving that focuses on financial action by:

1. Promoting savings throughout the community through appropriate messaging, outreach, opportunities, and support. Expanding the America Saves local campaign brand by using common messages, graphics, and marketing material.
  - Campaigns will clearly identify themselves as a part of the national campaign by using America Saves-provided logo and tag lines.
  - The savings messages need to be comprehensive so that individuals begin to think like a saver in all areas of their financial life. These messages need to promote lifelong saving strategies and be based on research provided by America Saves or other recognized savings experts.
  - Campaigns will maintain a campaign working group in a manner that is sustainable and beneficial for all participating organizations.
2. Signing up individuals as members of the campaign.
  - Signing up savers is a year-round effort with special emphasis put on America Saves Week. Campaigns will attempt to get feedback from savers about the campaign.
  - Campaigns will recruit other organizations to help sign up savers.
  - Savers will receive information about other asset-building opportunities such as savings bonds, IDAs, IRAs, and free tax preparation services.
3. Participating in America Saves Week (ASW) on an annual basis.
  - The campaigns will use resources provided by America Saves that encourage and facilitate participation in ASW such as media releases, social media material, national contacts, key messaging, national press conference, and research press release.
  - Local campaigns will participate in the national America Saves Week, use ASW to recruit new partners, promote ASW on the local level, and provide feedback on local participation to America Saves.

4. Working with financial institutions to provide savings accounts that support saving even small amounts on a regular basis.
  - Campaigns will develop partnerships with local financial institutions to offer appropriate, accessible savings accounts and ensure that they market them.
  - Local campaigns will work to ensure the availability of savings accounts with low opening (\$25 or less) balances and no fees to support making automatic and direct deposits as the best strategy to build savings. To promote automatic savings, these accounts can be tied to a safe and appropriate checking account.
  - Campaigns will provide Savers opportunities to use financial tools, America Saves resources, monthly communications, and opportunities to open or add to savings accounts.
  
5. Serving as the local/region/state-wide presence of America Saves and becoming the recognized expert/authority on savings information, motivation, and opportunity.
  - America Saves will provide resources that help position local campaigns as experts. Campaigns will distribute information about saving throughout the year including research and other messaging from America Saves.
  - Campaigns will develop a media strategy to build awareness of campaign initiatives, content, and support.

America Saves provides a range of resources to assist local campaigns. These resources are available to all campaigns that share in the common vision that low to moderate individuals can save successfully over time and that agree to be linked to the national America Saves campaign through an affiliation agreement.

To guide America Saves, local campaigns, and their participating organizations in working collaboratively to achieve our shared vision of a national culture of saving, the common strategy suggests that America Saves campaigns at every level share these principles:

- \* Campaigns are coalitions of any size working to promote saving through information, motivation, and action. The role of coalition partners is to engage in planning and implementing the local campaign.
  
- \* Campaigns recognize that there is value in being as inclusive as possible and to strive to add value to national, state-wide, and community initiatives that promote good financial behavior. At the same time, recognize that America Saves focuses on the financial action associated with successful saving.
  
- \* America Saves campaigns don't endorse specific products or services or promote products or services that are sold. Individual organizations can promote their own savings product or services particularly during America Saves Week.