

# America Saves Campaign Goals and Impacts

Setting goals for community/regional/state campaigns is necessary to ensure continued growth. Setting realistic goals, developing strategies to achieve these goals, and tracking progress throughout the year will help keep campaign staff and working group members motivated and focused. The following goals and accompanying questions will prompt strategic thinking by both the campaign coordinator and working group. We recommend that you develop these goals and strategies in the fall to take full advantage of the outreach potential provided by America Saves Week at the end of February. The America Saves team will be happy to work with individual campaigns as you plan for the year. This form can be downloaded and completed with the boxes expanding to any size.

## I. Saver Sign Ups

- × New savers joined \_\_\_\_\_
- × New savers joined during America Saves Week \_\_\_\_\_

How will potential Savers be identified and recruited? How would you use America Saves Week to promote saver sign ups?

How will the campaign communicate with those who join as savers? What services are available to savers? (e.g., saver clubs, accounts, events, workshops, drawings, local newsletters, social media, etc.)

## II. Marketing

- × Requests for information on your campaign as a result of marketing efforts \_\_\_\_\_
- × Newly joined savers as a result of marketing efforts \_\_\_\_\_
- × Media impressions resulting from your America Saves Week efforts \_\_\_\_\_

List ideas for possible social marketing strategies (e.g., radio PSA's, etc.) What marketing strategies are implemented just for America Saves Week?

List ideas for possible saver recruitment events during America Saves Week and year round (e.g., Roll Your Change Week, Health and Wealth expo)

## III. Working Group Goals

- × Frequency of Working Group meetings to be held next year: \_\_\_\_\_
- × Number of people in attendance at each Working Group meeting: \_\_\_\_\_

Please outline your strategy for keeping working group members engaged and excited about America Saves throughout the coming year. How will America Saves Week help keep working group members involved and motivated?

#### IV. Fundraising

- × Fundraising goal \_\_\_\_\_
- × Annual budget \_\_\_\_\_

Please outline your fundraising plan for activities throughout the year and during America Saves Week.

#### V. Community Impact

- × Total dollars saved \_\_\_\_\_
- × Dollars Saved by goal
  - Business \_\_\_\_\_
  - Consumer Product \_\_\_\_\_
  - Education \_\_\_\_\_
  - Debt Repayment \_\_\_\_\_
  - Emergency \_\_\_\_\_
  - Homeownership \_\_\_\_\_
  - Home Improvement \_\_\_\_\_
  - Home Rental \_\_\_\_\_
  - Motor Vehicle \_\_\_\_\_
  - Retirement \_\_\_\_\_
  - Savings \_\_\_\_\_
  - Special Event \_\_\_\_\_
  - Taxes \_\_\_\_\_
  - Vacation \_\_\_\_\_

What impact has the campaign had on partnering institutions? How have organizations “embedded” the campaign into their “corporate structure”? How does America Saves Week help in recruiting new organizations?

**V. Community Impact (continued)**

What other information illustrates the campaign's economic impact on the community?  
(e.g., aggregate saving data, increased deposits in retirement accounts, more information about the importance of automatic saving)