



2009 WRAP UP

2009 was an exciting year for America Saves. We appreciate all your help in communicating the importance of savings and wanted to share a few highlights from last year:

- 183,000 individuals are enrolled as Savers, an increase of 30% from 2008!
- America Saves spread the message of savings through 999,925 emails in 2009 with our monthly e-Wealth Coach and quarterly newsletter.
- More than 140,000 individuals visited AmericaSaves.org in 2009, and we launched new websites for Peninsula Saves, California Saves, Louisiana Saves, Virginia Saves, and York County Saves.
- Our local campaigns grew by over 8% in 2009 with the launch and expansion of several campaigns including Virginia Saves, California Saves, Florida Saves, and Alabama Saves.
- America Saves opened Twitter and FaceBook accounts in 2009 in order to better communicate with Savers and expand our social media outreach.
- America Saves provided our 200 national partner organizations and 50 campaign coordinators quarterly resource packets to advertise and educate their audiences. The themes for 2009 were saving and investing, youth, debt reduction and retirement.
- America Saves introduced a new look for our brand including a new logo and tagline that appeals to a larger audience, thanks to the rebranding efforts of the Capital One marketing team. Several materials have already been rebranded, including our newsletter and auto saves materials.

National Campaigns

- Military Saves (www.militarysaves.org) launched its new website on November 3, 2009. The Military Saves leadership team in collaboration with programmers, designers, and internet marketers redesigned the site in an easier and more accessible format. The fresh look of the site also includes the new Military Saves logo and color palette.
- Hispanic America Saves distributed more than 100,000 newly revised bilingual brochures and fact sheets on car buying in a turbulent market.

- Black America Saves along with Congressional Black Caucus Foundation (CBCF) launched their 2009-2010 Savings and Financial tour, speaking at twenty educational institutions about the importance of savings.

National Events & Conferences

- America Saves and Black America Saves hosted a “Women and Wealth” event on February 26, 2009 in Washington, DC where leading organizations discussed the challenges faced by women-headed households.
- America Saves convened two National Savings Forums to Encourage Low-to-Moderate Income Household Savings in March and October hosted by the Investment Company Institute in Washington, DC. In March, Lisa Mensah of the Aspen Institute discussed “A Saving Agenda for America,” while in October, Karen Dynan of the Brookings Institution presented her analysis of “The Financial Crisis and Personal Saving.”
- America Saves and ASEC hosted a roundtable discussion in June, where national organizations explored how to sustain savings growth and awareness through shared goals.

America Saves Week 2009: Organizers report record participation in America Saves Week 2009, as millions were reached with savings advice, encouragement and opportunities. Participation measures like savings account activity, campaign enrollment, and coalition size were up significantly from 2008. Over the course of America Saves Week, conducted Feb. 22 – March 1, 2009:

- Some 2,000 organizational partners participated, including government agencies, financial institutions, non-profits and companies;
- 500 organizations prepared for America Saves Week by utilizing our online planning tool;
- Over 100,000 people attended events including educational classes, financial fairs, free tax preparation assistance, and deposit campaigns;
- Over 27,000 people enrolled as “Savers” through America Saves or affiliated local Saves campaigns, or took the Military Saves Pledge;
- Nearly 20,000 people opened or added to savings products, saving \$47 million;
- Over 3.4 million people saw information about America Saves Week on the web;
- Over 30 million were reached through the press;
- 49 states saw local activity;
- The U.S. House of Representatives recognized the Week with a resolution, sponsored by Congressman Rubén Hinojosa (D-TX) and Congresswoman Judy Biggert (R-IL), co-chairs of the Financial and Economic Literacy Caucus.