

## Kansas Saves / America Saves Week Usually late February

### What is it?

Kansas Saves/America Saves Week (ASW) can be a natural extension of the work that you're already doing to promote financial literacy in the communities that you serve, year-round or just during ASW. America Saves Week is part of a long-term social marketing campaign designed to encourage and empower individuals to make a commitment for saving and investing for their financial security. *ASW is a week of intensive focus on encouraging specific financial action steps.*

### Why Participate?

- Help people learn to **SAVE** more, **REDUCE DEBT**, and **BUILD WEALTH** for financial security, now & the future.
- Increase local program visibility.
- Market & strengthen your financial education activities done **prior, during & after** the week!
- Motivate communities to make positive behavioral changes related to money issues!
- Opportunity for creativity & teamwork for youth & adults!
- Build local partnerships related to financial literacy

**What's expected of me?** Report ASW activities/outcomes via short survey to Carol Young in March

- Number of direct & indirect promotion methods, activities, events, workshops & number of contacts
- Number of collaborating partners, volunteers, amount of sponsorship, funding and in-kind contributions

### What are the Goals?

The national NIFA-Extension program goal is **Financial Security for All**. The national America Saves Campaign Goal: Start Small, Think Big: *Save, Reduce Debt, Build Wealth* using activities that encourage specific financial action with national focus on:

1. Media Attention and Local Proclamations
2. Save refunds during Tax Time—4<sup>th</sup> quarter and during filing season. (Partner with VITA, AARP, EITC, tax professionals, etc)
3. Opening new Savings Accounts, add-to existing accounts, automatic saving/investment from paychecks. (Partner with credit unions, banks, CFP's, financial counselors, teachers –FCCLA, community organizations, & employers.)
4. Persuade employers to promote ASW payroll or in-house messages & savings workshops to their employees. (Partner with community employers--government, profit and non-profit.)
5. Encourage saving/debt reduction Pledges with Saver Enrollments --- Through the Kansas Saves database [www.ksre.ksu.edu/financialmanagement/](http://www.ksre.ksu.edu/financialmanagement/) or [www.KansasSaves.org](http://www.KansasSaves.org)
6. Partner with United Way *Financial Stability Initiative* – Saving / Investing & Wealth / Living Wage
7. Partner with Military Saves

**ASW Tools – Nat'l Extension calls monthly;** Kansas Saves planning calls: fall months and January

**Kansas Saves website:** [www.ksre.ksu.edu/financialmanagement](http://www.ksre.ksu.edu/financialmanagement) Campaign suggestions, Flyers, posters, credit card sleeves, brochures, and more

**America Saves Toolkit:** [http://www.csrees.usda.gov/nea/economics/fsll/edu\\_saves.html](http://www.csrees.usda.gov/nea/economics/fsll/edu_saves.html)

- Sample news release, proclamation, tips, timeline for developing a Saves Week, etc.
- Taped 26-minute phone conference call with agents from 3 diverse counties sharing implementation suggestions.

[www.AmericaSaves.org](http://www.AmericaSaves.org): Find savings tips, quarterly newsletter, saving links, etc.

[www.AmericaSavesWeek.org](http://www.AmericaSavesWeek.org): Find resources to support America Saves Week

### Be creative or try some of these ideas/activities:

- Collaborate with Earned Income Tax Credit/VITA/AARP tax prep sites- posters, flyers, workshops, enrollment kits
- Radio, TV & print press releases highlighting saving-- tax refunds, automatic savings &.or promoting events
- Worksite workshops, posters, flyers
- Legislative event: proclamation, exhibit, introduce partners or program participants at City/County Commission meetings.
- Paycheck flyer/handouts- target city, county, school, hospital, other local employees
- Save Your Change/Piggy Bank Contest/saving themed poster/essay contest: Award prizes, draw for savings bonds for those who open/add-to savings accounts.
- Financial institutions conduct special promotion/products/giveaway/drawing for opening or contributing to account, no fee accounts
- Partner with FCS-FCCLA/business or other teachers with savings events in schools.
- Displays in banks, businesses, schools, libraries, mall
- Kansas Saves Night at a basketball game or other event (savings related giveaways/activities/media)