

AMERICA Saves\$

START SMALL. THINK BIG.



iBelong



About America Save\$



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

- An opportunity for Americans to assess their financial condition and goals
- A dedicated time for financial action
- A time for organizations and institutions to emphasize Automatic Saving and make it easy to start



iBelong



Saving in America Today

Why should you be saving?



iBelong



Financial Snapshot

- 40% of Americans say they live beyond their means.
- 50% of Americans live paycheck to paycheck.
- 20% of employees are unable to carry out normal work activities three days per week due to financial concerns.

**I WANT TO LIVE
WITH MY PARENTS
FOR THE NEXT
30 YEARS.**



Spending all your money on cheeseburgers, video games, or another pair of jeans might sound like a good idea today, but tomorrow... not so much. Start small and think big by enrolling as a Saver today at www.youngamericasaves.org.

That, or get used to hanging out on your parent's couch... when you're 40.



iBelong



What Should You Be Saving For?

- Your first goal is to get out of **debt!** This means stop borrowing money, make a budget, cut back on spending, and make payments without fail.
- Next, save for **emergencies**. Save at least \$500-\$1,000 to allow for unexpected emergencies. Ideally you should have 3-6 months of living expenses saved – recession people needed 6-8 months.
- Once you're no longer in debt and have saved for emergencies, start saving for **large items** like retirement.



iBelong



Save for Emergencies

- Pay yourself First!
- No matter how much you owe in student loans or credit card debt and no matter how low your salary may seem, find some amount to save in an Emergency Fund every month.

How to Save More Effectively



iBelong



Track of what you spend & budget

Step 1:

- Keep track of what you're spending: write it down, save receipts or use an online financial tool

Step 2:

- Now that you know where your money is going, create a budget!

Step 3:

- Once you have a budget, stick with it!



5 Strategies for Saving

1. Pay off high-cost debt

The best investment most borrowers can make is to pay off consumer debt with double-digit interest rates.

2. Save for emergencies

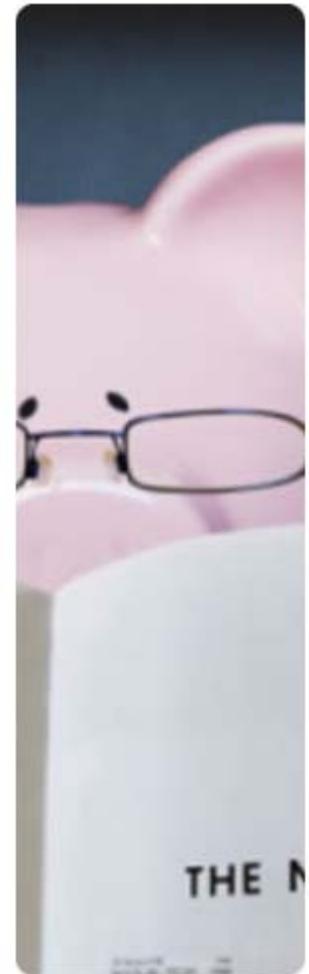
Having an emergency savings fund may be the most important difference between those who manage to stay afloat and those who are sinking financially.



5 Strategies for Saving

3. Participate in a work-related retirement program, if available

Many employees turn down free money from their employer by not signing up for a work-related retirement program such as a 401(k) plan. If they did participate, with a dollar-for-dollar match they would likely receive an annual yield of greater than 100% on their investment.



iBelong

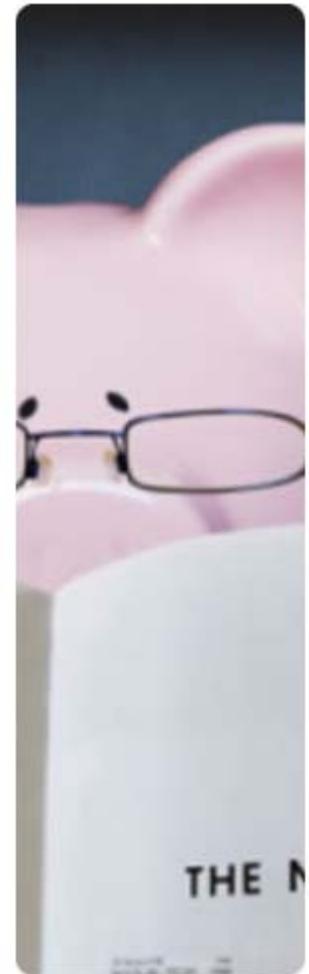


CREDIT UNIONS™
Where people are worth more than money.®

5 Strategies for Saving

4. Outside of work, save monthly through an automatic transfer from checking to savings

Almost all credit unions and other financial institutions will automatically transfer funds monthly from your checking account to a savings account, U.S. Savings Bond, or stock mutual fund. What you don't see, you will probably not miss.



iBelong

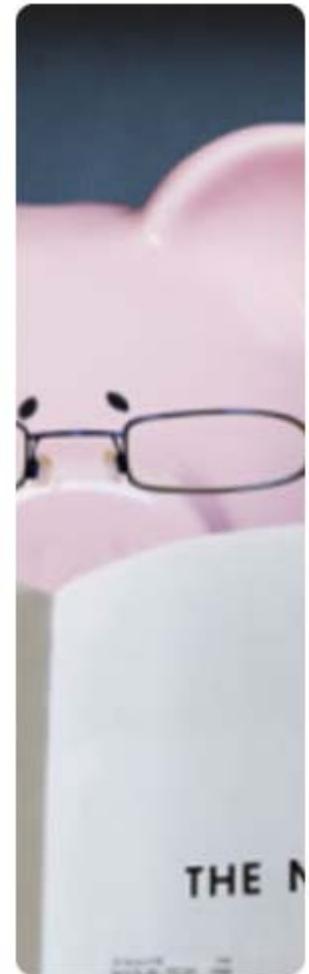


CREDIT UNIONS™
Where people are worth more than money.®

5 Strategies for Saving

5. Buy a home and pay off the mortgage before you retire

The largest asset of most middle-income families is their home equity. Once these families have made their last mortgage payment, they have far lower housing expenses.



iBelong



CREDIT UNIONS™
Where *people* are worth more than money.®

Saving Goals



Make Saving Automatic

- Open a savings account with a credit union or other financial institution. Find one at www.iBelong.org.
- Establish an automatic withdrawal from your paycheck deposit that's tied to a designated savings account.
- Through **Direct Deposit** authorize an amount (small amount to begin with) to be sent directly to a savings account.
 - Talk to your HR representative



Make Saving Automatic

- Review/revise your Federal W-4. If you've got a large tax refund last year and nothing's changed in your life situation, adjust the amount and send funds to a savings account.
- Save during **Tax Time**
 - Use **Form 8888** to split your refund into different accounts
 - You can also buy U.S. Bonds with your refund
 - Bonds are safe. Bonds will never lose value and they are backed by the U.S. Government

An easy way to save.
Follow this easy chart.

One Week 1, save \$1.
Week 2, add \$2, so that
each week number is
the amount added.

By Week 52 – just one
year - you'll save
\$1,378!

Week	Deposit	Balance	Week	Deposit	Balance
1	\$1	\$1	27	\$27	\$378
2	\$2	\$3	28	\$28	\$406
3	\$3	\$6	29	\$29	\$435
4	\$4	\$10	30	\$30	\$465
5	\$5	\$15	31	\$31	\$496
6	\$6	\$21	32	\$32	\$528
7	\$7	\$28	33	\$33	\$561
8	\$8	\$36	34	\$34	\$595
9	\$9	\$45	35	\$35	\$630
10	\$10	\$55	36	\$36	\$666
11	\$11	\$66	37	\$37	\$703
12	\$12	\$78	38	\$38	\$741
13	\$13	\$91	39	\$39	\$780
14	\$14	\$105	40	\$40	\$820
15	\$15	\$120	41	\$41	\$861
16	\$16	\$136	42	\$42	\$903
17	\$17	\$153	43	\$43	\$946
18	\$18	\$171	44	\$44	\$990
19	\$19	\$190	45	\$45	\$1,035
20	\$20	\$210	46	\$46	\$1,081
21	\$21	\$231	47	\$47	\$1,128
22	\$22	\$253	48	\$48	\$1,176
23	\$23	\$276	49	\$49	\$1,225
24	\$24	\$300	50	\$50	\$1,275
25	\$25	\$325	51	\$51	\$1,326
26	\$26	\$351	52	\$52	\$1,378



Saving Goals

- Save \$2,600 by saving just \$50 a week for one year.
- Reduce credit card debt by paying an extra \$15 (or more) a month (above the minimum payment) for twelve months (even better, or until paid off).
- Example: \$15,000 goal divided by 48 months = \$312.50 a month.

Saving Goals

- Get the Kids Involved:
 - Collect Coins
 - Sell / Consign Unused Items
 - Cut Coupons
 - Find ways to Cut Expenses
 - Family Cooking Fun
 - Biking/Walking/Public Transportation
 - Packing Lunches

Saving Resources



America Saves Week



**america
saves
week**

- An opportunity for Americans to assess their financial condition and goals
- A dedicated time for financial action
- This year the theme is:

Set a Goal. Make a Plan. Save Automatically.

America Saves Week



**america
saves
week**

***February 24-
February 28, 2014***

- **TAKE THE PLEDGE**

<http://americasavesweek.org/how-can-individuals-participate-3/pledge-to-save>

America Saves Week Activities

Visit AmericaSavesWeek.com

1. Pledge to Save

- Are you ready to take charge of your financial future? Join over 300,000 people who have committed to saving today.

2. Assess Your Savings Progress

- Find out if you are saving in all the right places.



iBelong



America Saves Week Activities

Visit AmericaSavesWeek.com

3. Test Your Savings Knowledge

- Take this savings quiz to reveal how much you understand about the realities of savings in America.

4. Read Saver Stories

- Read stories from savers just like you, who have submitted their story to us about how they overcame a financial problem.



iBelong



America Saves Week Activities

Visit AmericaSavesWeek.com

5. Picture (and Share) Your Savings Goal

- People save more successfully when they have a goal in mind. Write down your goal and post on the refrigerator and/or share your photo to put your savings goal into perspective.



Join America Saves Today



facebook®

Like America Saves on Facebook
facebook.com/AmericaSaves

Follow us on Twitter at
twitter.com/AmericaSaves

follow us on
twitter

Join America Saves at AmericaSaves.org/join

Benefits:

- Free monthly e-mail newsletters with savings advice from national experts and quarterly American Saver newsletter
- Free text message savings tips and reminders



iBelong



Join America Saves Today

**Set a Goal.
Make a Plan.
Save Automatically.**



iBelong

