

**2008 America Saves Week
Cooperative Extension Plans
Prepared by George Barany, Consumer Federation of America
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Statistics

- CFA funded initiatives total funding \$28,950
- 29 states represented
- Activities in 680 counties

Combined goals:

- Marketing & media reach 11,679,700
- Enroll as Saver 4,913
- Open or add to accounts 20,703
- Direct reach 99,610

Alabama

67 Counties

Marketing & media	10,000
Enroll as saver	100
Open or add	50
Direct reach	1,000

Arizona

4 Counties

Marketing & media	
Enroll as saver	70
Open or add	
Direct reach	2290

Arkansas

3 geographic areas

Marketing & media	20,000
Enroll	800
Open or add	600
Direct reach	1200

California

San Diego

Marketing & media	2,300,000
Enroll	
Open or add	3,500
Direct reach	26, 500

Significant partners:

County of San Diego

Department of Labor
Pacific Marine Credit Union
Springboard Nonprofit Consumer Credit Counseling
USA Federal Credit Union
Wells Fargo Home Mortgage

Delaware

Marketing & media	600
Enroll as saver	40
Open or add	
Direct reach	100

Significant partners:

First State Saves Campaign.

Florida

<u>Okaloosa County</u>	
Marketing & media	250,000
Enroll	500
Open or add	1,000
Direct reach	

Significant partners:

Crestview Chamber of Commerce
1st National Bank of Crestview
1st National Bank & Trust
Eglin Federal Credit Union
Beach Community Bank
First City Bank
Regions Bank
Okaloosa Teachers Credit Union
Premier Community Bank
Vanguard Bank
United Way
Northwest Florida Daily News
Cumulus Broadcasting
YMCA After school programs (6 sites)

<u>Florida Saves</u>	
Marketing & media	1,000,000
Enroll	250
Open or add	100
Direct reach	6,500

Significant Partners:

Florida Dept of Financial Services
Florida Financial Literacy Council
Wachovia
JP Morgan Chase

Hawaii

Marketing & media	
Enroll as saver	80
Open or add	100
Direct reach	500

Significant partners:

University of Hawaii College of Tropical Agriculture & Human Resources: Cooperative Extension Service & Department of Family & Consumer Sciences

University of Hawaii Federal Credit Union

Hawaii State Department of Commerce & Consumer Affairs

Illinois

<u>Champaign County</u>	
Marketing & media	125,000
Enroll	300
Open or add	500
Direct reach	1,000

Significant partners:

Central Illinois Credit Union

Library

Indiana

<u>Marion County</u>	
Marketing & media	250,000
Enroll	1008
Open or add	1008
Direct reach	2000

Significant partners:

IRS

Clarian Health

Asset Building Coalition

<u>Allen County</u>	
Marketing & media	1,000,000
Enroll	
Open or add	
Direct reach	100

Significant partners:

EITC tax sites

Allen County Public Library 14 branches.

Iowa

<u>Cerrogordo County</u>	
Marketing & media	500

Enroll	250
Open or add	25
Direct reach	100

Significant Partners:

People's Bank

Adair County

Marketing & media	5000
Enroll	100
Open or add	75
Direct reach	200

Significant partners:

First National Bank
 Union State Bank
 Fontanelle Observer
 Adair County Free Press

Elma County

Marketing & media	500
Enroll as saver	250
Open or add	25
Direct reach	100

Significant partners:

ISU Extension
 People's Bank
 BRIDGE foundation
 Elma School
 Civic Groups
 Church
 Horizons Committees

Kansas

Kansas Saves

Marketing & media	1,000,000
Enroll	300
Open or add	6900
Direct reach	6000

Finney County

Marketing & media	300,000
Enroll	
Open or add	35
Direct reach	220

Significant partners:

America State Bank
 Security Savings Bank

Commerce Bank
Pishny Financial Services
First National Bank of Holcomb
Garden City Recreation Commission
Garden City State Bank
Garden City Co-op
Golden Plains Credit Union
ABC Pregnancy Care Center
Finney County Financial Education Task Force
Finney county Ministerial Alliance
Finney County Extension Council

Leavenworth County

Marketing & media	100,000	
Enroll	100	
Open or add	1,250	(250 youth: 1,000 adults)
Direct reach	2,500	

Significant partners:

Leavenworth County Commission
County Extension Council
Main Street Association
Leavenworth County Human Service Council
Nurturing Families
Kansas City KS Community College
Army Community Services
Women's Division – Chamber of Commerce
Leavenworth Officers & Civilian Spouses Club
VITA sites
4H

Shawnee County

Marketing & media	160,000	
Enroll	100	
Open or add	50	
Direct reach	6,800	

Significant partners:

IRS
Social and Rehabilitation Services
Housing & Credit Counseling
Community Action, Inc.
USD#501 Sheldon Head Start
USD #437 Washburn Rural HS EFNEP
Asset Building Coalition
AARP
United Way of Greater Topeka
Kaw Valley Bank

Educational Credit Union
Capital City Bank
Capital Federal Savings
Credit Union 1 of Kansas
Credit Unions United
New Century Credit Union
14 VITA sites

Banking incentives: Coupon for \$5 to first 25 opening a new account
Drawing for three \$20 deposits if open or add during ASW

McPherson County

Marketing & media	10,000
Enroll	75
Open or add	175
Direct reach	5,000

Significant partners:

McPherson Coop Credit Union
Mt. Hope Sanctuary for Women
McPherson County 4H Council
Boy Scouts/Girl Scouts
McPherson County Extension Council
McPherson Public Library
Joyful Creations and Pottery Place
National Cooperative Refinery Association
Farmers Alliance
McPherson School District #418
McPherson County Bankers Association

Kentucky

120 counties

Marketing & media	35,000
Enroll as saver	
Open or add	
Direct reach	

Louisiana

Marketing & media	1,000,000
Enroll as saver	
Open or add	
Direct reach	

Maryland

Marketing and media	
Enroll	150
Open or Add	700
Direct reach	500

MichiganOttawa County

Marketing & media	90,000
Enroll	
Open or add	
Direct reach	70

Mississippi

Marketing & media	
Enroll	
Open or add	
Direct reach	

Significant partners:

MS Consumer Education Partnership

MS Coalition Against Payday Lending

VITA Tax Preparation Sites

Banks with bank at school programs-Bancorp South, Merchants & Farmers and credit unions

MissouriSaline County

Marketing & media	
Enroll as saver	
Open or add	
Direct reach	50

Nebraska

Marketing & media	
Enroll as saver	
Open or add	
Direct reach	

Significant partners:

Univ. of Nebraska Credit Union

New Hampshire

Marketing & media	250,000
Enroll	1,000
Open or add	
Direct reach	5,200

Significant partners:

70 VITA sites

AARP

JumpStart

IRS

NH Banking Dept.

New Jersey

Marketing & media	250,000
Enroll	1,300
Open or add	500
Direct reach	

Significant partners:

IRS

VITA sites

NJ Department of Banking & Insurance

JumpStart

North Carolina

Marketing and media reach - 1,000,000

Savers Enrolled - 3000

Direct reach through workshops and seminars : 2500

Significant partners: North Carolina IDA Collaborative, United Way of North Carolina, Office of the NC State Treasurer, FDIC, Federal Reserve, NC Cooperative Extension, EITC Carolinas and the North Carolina Bankers Association, Asheville Savings Bank, Capital Bank, Generations Credit Union, Mountain 1ST Bank, RBC, SunTrust and Wachovia, FDIC

Ohio

Franklin County

Marketing & media	150,000
Enroll	500 during Week: 1000 by year end
Open or add	500
Direct reach	

Knox County

Marketing & media	47,000
Enroll	150
Open or add	50
Direct reach	500

Wayne County

Marketing & media:	35,000
Enroll:	100
Open or add:	25
Direct reach:	150

Significant Partners:

First Knox National Bank

CES Credit Union

6 United Way VITA sites

Tennessee

26 Counties

Marketing & media	300,000
Enroll	500
Open or add	
Direct reach	6,000

Significant partners:

6 United Ways
120 state & local elected officials endorsing
Fort Campbell
Jumpstart
Federal Reserve

<u>Chattanooga</u>	
Marketing & media	500,000
Enroll	1,200
Open or add	1,000
Direct reach	10,000

Significant partners:

IRS
Urban League
10 VITA sites
United Way
Valley Federal Credit Union
Sun Trust Bank
League Central Credit Union
Regions Bank
First Volunteer Bank
Southern Credit Union
Community Trust & Banking
Bank of America

Utah

<u>Utah County</u>	
Marketing & media	
Enroll	540
Open or add	
Direct reach	560

Significant partners:

United Way

<u>Iron County</u>	
Marketing & media	23,000
Enroll	40
Open or add	
Direct reach	2,610

Significant partners:

VITA

<u>Davis County</u>	
Marketing & media	33,400

Enroll	200
Open or add	
Direct reach	590

Significant partners:

Air Force
Davis County – employees
United Way
National City Mortgage
Mountain America Credit Union
Davis County Clipper

<u>Utah Saves</u>	
Marketing & media	1,000,000
Enroll	500
Open or add	2500
Direct reach	2500

Significant partners:

60 VITA sites
United Way
Zion's Bank

Wisconsin

<u>Ozaukee</u>	
Marketing & media	8700
Enroll as saver	
Open or add	
Direct reach	2000

<u>Clark County</u>	
Marketing & media	1,000
Enroll as saver	5
Open or add	20
Direct reach	20

Significant partners:

Mid Wisconsin Bank
AbbyBank
Community Bank of Central Wisconsin
Time Federal Savings
M & I of Neillsville
Forward Financial
Citizens Bank of Loyal
Royal Credit Union

<u>Dane County</u>	
Marketing & media	100,000
Enroll as saver	
Open or add	

Direct reach 500

Significant partners

Michigan Credit Union Foundation

Northwoods Saves "Youth Roll Your Change" goals

Marketing and Media	19,000
Enroll	180
Open or add	TBA
Direct reach	3,000

Significant Partners

Oneida County University of Wisconsin-Extension

School Districts

The following financial institutions: Associated Bank, Co-Vantage Credit Union, First National Bank of Eagle River, Laona State Bank in Laona, Crandon and Wabeno, M & I Bank in Eagle River and Rhinelander, Mid-wisconsin Bank, Nicolet Credit Union, Park City Credit Union in Minocqua and Rhinelander, Ripco Credit Union, River Valley State Bank, Tomahawk Community Bank, US Bank

Banking Incentives

eligible to win \$50 Savings Bond in drawing at participating financial institutions
eligible to win piggy bank at participating institutions

Virginia

Arlington

Marketing & media	5,000
Enroll as saver	25
Open or add	15
Direct reach	250

Significant partners:

Arlington Virginia Federal Credit Union

Arlington County Department of Parks, Recreation and Cultural Resources

Arlington County Department of Human Services

Newport News

Marketing & media	251,000
Enroll as saver	50
Open or add	
Direct reach	250

Wyoming

Marketing & media	85,000
Enroll	150
Open or add	
Direct reach	250

Significant partners:

JumpStart