

## Cooperative Extension: Why participate?

- Market & strengthen your financial education programs, America Saves campaign, & activities!
- Highlight events done **prior, during & after** the week!
- Increase visibility & motivate communities to make positive behavioral changes related to money issues!
- Opportunity for creativity & teamwork for youth & adults!

### Need Help? Check out these resources:

#### Mini-grants:

Grants of \$1,200 or less are being made available to assist in the planning and implementation of America Saves Week 2008. A final report, due by March 29, is required. To apply, send a proposal not to exceed two pages to: America Saves, 1620 I Street, NW, Suite 200, Washington, DC 20006, or as an e-mail attachment to: Nancy Register [nregister@consumerfed.org](mailto:nregister@consumerfed.org). **The deadline for submissions is November 30, 2007, with funding based on availability.** Organize the proposal as follows:

#### 1) Goals for America Saves Week

##### Examples:

- Number and types of organizations, not for profit and for profit that will participate
- Projected number of people taking financial action: opening or adding to a savings account; starting or adding to a 401k or other deferred compensation program; opening an IRA, 529, etc.
- Number of Savers to be enrolled
- Number of people to be reached directly through classes, events, presentations
- Number of people to be reached indirectly through marketing and media

#### 2) Monthly objectives to reach goals

#### 3) Tasks to achieve objectives

#### 4) Budget

#### 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)

- Find sample news release & proclamation, tips & timeline for developing a Saves Week, activity suggestions, motivational workshop script, ice breakers, welcome letter for new savers.
- Listen to the taped 26-minute phone conference call with agents from 3 diverse counties sharing implementation suggestions.
- America Saves Week materials available.

#### Americasaves.org website:

- Find savings tips, quarterly newsletter, links.

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

- Legislative event: proclamation, exhibit, introduce partners or program participants at local meetings and give impact report
- Paycheck flyer/handouts- target city, county, school, company employees
- Distribute press release highlighting program impact and promoting events
- Piggy Bank Pageant and/or money themed poster or essay contest: Adult and/or youth categories, award savings bonds, vote (with money for fundraiser) for favorite bank, work with art, English or other teachers
- Displays (include winning piggy bank, posters & essays) in banks, businesses, schools, mall
- America Saves Night at basketball game or other event (savings related giveaways/activities/media)
- Worksite workshops, posters, flyers
- Financial institutions conduct special promotion/products/giveaway/drawing for opening or contributing to account, no fee accounts
- Collaborate with Earned Income Tax Credit/VITA tax preparation promotion- posters, flyers, workshops, enrollment kits
- Conduct a Save Your Change promotion
- Recruit Chamber members and others to conduct financial simulations

#### What's expected of me?

Enter your Saves Week report on-line between **March 2-March 29**. Information will be compiled for a state & national report. Enter at:

[http://www.surveymonkey.com/s.aspx?sm=OgMmiPmaYX\\_2bxY\\_2fgq8OJC1A\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=OgMmiPmaYX_2bxY_2fgq8OJC1A_3d_3d)

Information to be collected:

- Number of direct & indirect methods used & number of contacts
- Number of America Savers enrolled & total amount of monthly savings goals pledged
- Number of collaborating partners & volunteers
- Amount of sponsorship, funding and in-kind contribution