

BLACK AMERICA SAVES – HBCU TOUR CONCEPT PAPER

This concept paper outlines Black America Saves 2010 Historical Black College/University Tour sponsored by Bank of America. Black America Saves is apart of America Saves, a national campaign that seeks to motivate and support low to moderate income households to save, build wealth and reduce debt. Black America Saves works with a large coalition of nonprofit, corporate, and government groups to help individuals and families save and build wealth. Our goal is to convince al Americans that they can build wealth and to assist them to do just that through information, advice and encouragement.

A Savings Thought: Saving money is a discipline that comes naturally to few. Most of us struggle to learn how to put some earnings aside to meet longer-term goals. The key, however, is to create a system that keeps you accountable and saving as part of your earning routine. A dollar saved is a dollar earned.

The website: www.americasaves.org has a wide variety of information and savings topics plus access to free financial planning advice. Each student, faculty, staff and administrator can learn from other savers who are achieving their financial goals at our website. Individuals can enroll in America Saves/Black America Saves and take charge of their financial future by:

- developing a specific saving goal
- select an account
- make a monthly deposit or payment to this account
- help stay on track with your savings

Overview: To encourage social responsibility related to saving and wealth building.

Goal: To inform, educate, motivate young adults about saving and building wealth, personal finances, debt reduction and sound financial decision-making. To teach young people how to empower themselves and their families by using life-long skills that will help them throughout their lives about savings, and money management.

The Tour: On tour Black America Saves will be joined by a unique combination of students, notables in the community, and entertainment and performing luminaries.

Proposed Theme: Students...”Be courageous enough to invest in your selves”
Start Small.....Think BIG!

Student Demographic 18-24

On Campus Activities: The activities are based on the unique culture of the colleges and universities. Based on our discussions with each university, the events will be open, promoted campus-wide and will be free-of-charge to all students. Administrators, faculty, staff and alumni are welcome to attend. Also, the activities will include at least one of the following:

- 1.A town hall meeting/ savings forum where students will first learn how to save. They will also learn about credit scores, budgeting and realistic spending. The information will be presented at a more basic level than the mainstream media provides. All presenters will be directed to target individuals who may not have any prior knowledge on savings, debt reduction or building wealth.

2.A campus radio broadcast special. Savings taped special features produced in partnership with the university and Black America Saves will air daily. Taped interviews with savings and financial advisors will be broadcasted promoting SAVINGS on campus

3.A Savings Essay Contest will be administered to take place where the students will submit an essay on the importance of saving and how they would encourage savings among their peers. The winner will be featured during a major event in 2010 sponsored by Black America Saves/Bank of America.

4.A forum where students, community leaders, campus leaders and others will address the Status of African Americans and Savings in Washington, DC commemorating America Saves Week 2011 on February 23, 2010 at The Blackburn Center at Howard University.

Note: Everyone in attendance will receive a copy of The Black America Saves Tips. The item will be distributed to inspire everyone to take a look into their present financial condition and where they would like to be in the near future. Also the Black America Saves CD (rap song) will be given to each student who enrolls with America Saves: www.americasaves.org. or in person.

Proposed 2009-1010 Schools/Venue:

1. **Norfolk State University (Feb., 2010)**
1400 J. R. Lynch Street - P.O. Box 17390
Jackson, MS 39217
2. **Grambling University (Feb., 2010)**
100 Founder Avenue
Grambling, LA 71245
3. **Wiley College (Feb., 2010)**
711 Wiley Avenue
Marshall, TX 75670
4. **Howard University (Feb., 2010)**
2400 6th Street, NW
Washington, DC 20059
5. **Bennett College (June, 2010)**
900 East Washington Street
Greensboro, NC 27401
6. **Savannah State University (2010)**
P.O. Box 20449
Savannah, GA 31404
7. **Tuskegee University (2010)**
Tuskegee Avenue, Tuskegee, AL

National Conference Presentations/Participation in 2010:

- 1. Budgetball Forum – January 7, 2010, Washington, DC**
- 2. The Wall Street Conference, January 13-15, 2010 – New York City, NY**
- 3. Research Association of Minority Professors - February 5, 2010 – Houston, TX**
- 4. National Association For Equal Opportunity in Higher Education – March, 2010
Washington, DC**
- 5. Phi Beta Sigma Fraternity Inc. Regional Conferences – March – July, 2010
(Across America)**
- 6. Essence Festival – July 1-4, 2010 – New Orleans, LA**
- 7. Delta Sigma Theta Sorority Inc. National Conference – August 31-Sept. 1, 2010-
New Orleans, LA**
- 8. Congressional Black Caucus Fnd. Annual Legislative Weekend – Sept. 22-25,
2010**
- 9. The Bayou Classic, November 26-28, 2010 – New Orleans, LA**

