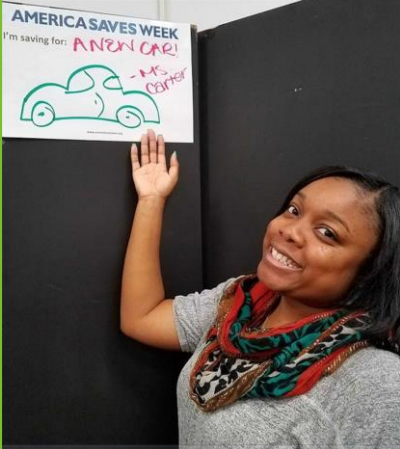
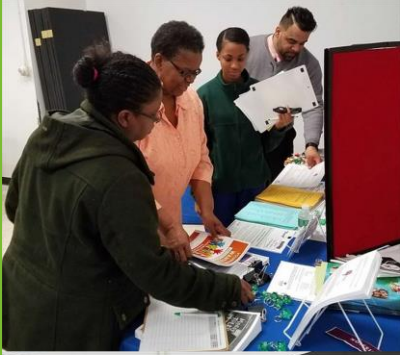




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# Introducing the Connecticut Saves Campaign

Since 2014, the Connecticut Saves Campaign coordinated by **UConn Extension** has encouraged people to save regularly for their personal and family goals. We promote savings behavior through a variety of financial education workshops and events offered throughout the state. See the listing of Connecticut Saves Partners for 2017 below. Also, visit our website at **www.ConnecticutSaves.org**.

- Better Business Bureau Serving Connecticut
- Chelsea Groton Bank
- Community Renewal Team
- Connecticut Association for Human Services
- Connecticut Department of Banking\*
- Connecticut Department of Labor\*
- Connecticut State Library\*
- People's United Bank\*
- Hartford Job Corps Academy
- The Village for Families and Children

*\* Denotes year-round Connecticut Saves Coalition member*

In 2017, we received proclamations from both Governor Dannel P. Malloy and Hartford Mayor Luke Bronin. A press release promoting workshops and the Connecticut Saves Campaign was sent out by the Connecticut Department of Labor. Twitter and Facebook were also used extensively to promote the campaign, our events, and the #ImSavingFor contest. Some partners also included America Saves buttons on their webpages.

## Key Events Promoting the Connecticut Saves Campaign

- |          |  |
|----------|--|
| January  | <ul style="list-style-type: none"> <li>Money Talks Workshop, New Haven</li> <li>Librarians Meetup, Middletown</li> <li>Your Money, Your Goals Trainees, Waterbury</li> </ul>   |
| February | <ul style="list-style-type: none"> <li>Connecticut Saves Day, People's Bank Headquarters, Bridgeport</li> <li>Math Night, Chapel School, Stratford</li> <li>Financial Jeopardy Game, Hartford Job Corps Academy, Hartford</li> <li>#ImSavingFor Table at Hartford Public Library, Hartford</li> <li>#ImSavingFor Table, Connecticut State Library, Hartford</li> <li>Taking Financial Action Workshops in Hamden and Bridgeport</li> </ul> |
| March    | <ul style="list-style-type: none"> <li>Financial Education Expo, Legislative Office Building, Hartford</li> <li>Taking Financial Action Workshops in Waterbury and Hartford</li> <li>Taking Financial Action Expo, Hartford Job Corps, Hartford</li> <li>Teens in FANS IM Project, North Haven</li> <li>Money Madness Event for high school students, New London</li> <li>Your Money, Your Goals trainees, Waterbury</li> </ul>            |
| April    | <ul style="list-style-type: none"> <li>#ImSavingFor Table, Housing Authority, New Haven</li> <li>#ImSavingFor Table, Naugatuck Head Start, Naugatuck</li> </ul>  |



## Connecticut Saves Week 2017 Highlights

The Connecticut Saves Campaign actively promoted the #ImSavingFor Video Contest through funding provided by Clearpoint Credit Counseling. The Village for Families and Children invited us to join them at their VITA site at the Hartford Public Library one Saturday in February. The clients were invited to record a one minute video related to saving. Laminated pictures representing many common savings goals such as a car, home, and a mortarboard representing further education, helped attract attention and encouraged people to think about their savings goals. The Connecticut Saves Campaign visited staff at the Connecticut State Library. There were also opportunities to record a video at several of our other events. These videos can be seen on the Connecticut Saves Campaign Channel on YouTube.

New this year was our participation in the Money Madness, a day-long conference sponsored by Chelsea Groton Bank. This event attracted approximately 300 teens from high schools in the greater New London area. It was a great opportunity to share savings concepts and encourage students to take the Connecticut Saves Pledge at our display.

The Connecticut Department of Labor also piloted a savings game with Hartford Job Corps students. It used a Jeopardy-style format and the students were very engaged in the competition.

