

## Saving for Emergencies

At America Saves, our goal is to promote the importance of savings and encourage individuals and families to take financial action. To help the people you serve save more successfully and to promote the importance of savings at a national level, we have put together this resource packet entitled “Saving for Emergencies” with you in mind.

This resource packet contains a sample article, suggestions for social media content, and tools and resources designed to **help you communicate with the public, your audience, and with other organizations to help them promote the importance of emergency savings**. Look for new packets from America Saves every six weeks.

We encourage you to use this material to:

- Augment the savings information you already provide to others;
- Encourage individuals to [join as 'Savers' in the America Saves campaign](#), thereby creating and committing to a basic savings or debt reduction plan;
- Position your organization as "in front" of the savings message and the need to save, particularly in uncertain economic times;

We want to hear from you. Please take a moment to [complete this four-question survey](#) on the usefulness of this material.

Our next resource kit is on “Retirement.” If you have materials you would like us to include please send them to [Katie Bryan](#).

This resource packet includes:

1. [Sample Article](#)
2. [Facebook and Twitter Posts](#)
3. [Tools and Resources](#)
4. [Four-question survey](#)

# Sample Article

Use this content for your blog, newsletter, email communications, or any other publication. You can either rewrite the information or use as a guest post. (If you would like to use as a guest post, we ask that you please link back to America Saves)

## *Saving for Emergencies: How to Save \$500 to \$1,000 for Emergencies*

September 24, 2012

By [Katie Bryan](#), [America Saves](#) Communications Manager

Maintaining an emergency savings account may be the most important difference between those who manage to stay afloat and those who sink in debt. An emergency savings fund consists of a small amount of money, usually in a savings or share account, that you do not have easy access to. **Keeping \$500 to \$1,000 of savings for emergencies** can allow you to easily meet unexpected financial challenges such as:

- repairing the brakes on your car;
- paying for a visit to the doctor when your child has the flu;
- covering the dental expense of filling a cavity;
- paying for a parking ticket; or
- flying to visit a sick parent.

### **5 Ways to Save \$500 to \$1,000 for Emergencies**

1. **Save Automatically.** Have part of your paycheck automatically deposited into a savings or share account **or** set up regular transfers from your checking to your savings account.
2. **Save your loose change.** Putting aside fifty cents a day over the course of a year will allow you to save nearly 40% of a \$500 emergency fund.
3. **Make your monthly credit card payment on time.** The \$30-35 you save by not being charged a late fee each month on one card would save you most of the money you need for \$500 in emergency savings.
4. **Save a portion of your tax refund.** Use tax form 8888 to split your return.
5. **Bring lunch to work.** If buying lunch at work costs \$5, but making lunch at home costs only \$2.50, then in a year, you could afford to create a \$500 emergency fund and still have money left over.

### **Where to Keep Emergency Savings**

It's usually best to keep emergency savings in a savings or share account. These types of accounts allow you to access to your money when you need it. Keeping your money in a savings account makes it much less likely that you will use these savings to pay for everyday, non-emergency expenses.

### **Are you ready to set your goal?**

[America Saves](#), a non-profit that encourages individuals and families to save money and build personal wealth, can help you develop your goals and take action. When you [join as a saver](#), you'll receive the following benefits:

- Free subscription to the quarterly American Saver newsletter.
- Free monthly e-mail newsletters with savings advice from national experts.
- Free access to the members-only Savers Tracking Tool to help you reach your goals.

# Sample Tweets/Facebook

Share the following messages with your Facebook and Twitter Followers:

## #SavingsTipTuesday

**Oct. 2** – Emergency savings: Why you should start #saving for #emergencies <http://ow.ly/e7BEK> #SavingsTipTuesday Via @AmericaSaves

**Oct. 9** – How to Find Money to #Save for #Emergencies <http://ow.ly/e7C75> #SavingsTipTuesday Via @AmericaSaves

**Oct. 16** – Where to Keep #Emergencies #Savings <http://ow.ly/e7GfU> #SavingsTipTuesday Via @AmericaSaves

**Oct. 23** – Prepare your Finances for Times of Disaster <http://ow.ly/e7HJq> #SavingsTipTuesday

**Oct. 30** – #Saving for the #Zombie Apocalypse (Happy Halloween!) <http://ow.ly/e7HSS> via @AmericaSaves #SavingsTipTuesday

**Nov. 6** – Those with a #savings plan are much more likely to have adequate #emergency #savings. #SavingsFactFriday Via @AmericaSaves

## #SavingsFactFriday

**Oct. 5** – Keep #emergency #savings in a bank or credit union savings account <http://ow.ly/e7BV3> #SavingsFactFriday Via @AmericaSaves

**Oct. 12** – Transferring money from checking to savings is the fastest way to #save \$500 to \$1,000 for #emergencies <http://ow.ly/e7CIM> #SavingsFactFriday

**Oct. 19** – Having an #emergency fund is key so you're prepared to deal w/ what life brings <http://ow.ly/e7CAs> #SavingsFactFriday Via @FINRAFoundation

**Oct. 26** – Putting aside fifty cents a day will allow you to #save nearly 40% of a \$500 #emergency fund each year. #SavingsFactFriday Via @AmericaSaves

**Nov. 2** – Eat out less. If you #save \$45 each month you can fund a \$500 #emergency savings account in one year. #SavingsFactFriday Via @AmericaSaves

**Nov. 9** – Only 66% of Americans have sufficient #emergency #savings to pay for unexpected expenses. #SavingsFactFriday Via @AmericaSaves

## Tools and Resources

Share the following tools and resources with your audience and with other organizations:

### America Saves

- [Emergency Savings: Why You Should Start Saving for Emergencies](#)
- [Where to Keep Emergency Savings](#)
- [How to Find Money to Save for Emergencies](#)

### Cooperative Extension Service

- [Savings Options for Emergency Funds](#)
- [Preparing your Finances for Times of Disaster](#)

### Financial Industry Regulatory Authority (FINRA)

- [Start an Emergency Fund](#) Action Plan.

### America Saves Blog

- [Jumpstart Your Emergency Savings](#)
- [Murphy's Law and Emergency Savings](#)

### America Saves Research

- Those with a savings plan are much more likely to have adequate emergency savings.
- Two-thirds (66%) of Americans have sufficient emergency savings to pay for unexpected expenses like car repairs or a doctor's visit.
- <http://americasavesweek.org/images/asw2012pr.pdf>

Visit the [America Saves blog](#) over the next six weeks for more articles on Emergency Savings Topics.