

## Overall Financial Health

April 1 – April 28

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 with you in mind.

This resource packet includes:

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

Use these resources 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 about every six weeks.

We encourage you to use this material to:

- Augment the savings information you already provide to others;
- Encourage individuals to [Pledge 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. Questions or Comments? Contact [Katie Bryan](#).

Our next resource kit will be about Youth and Older Americans, being held April 29 – June 9, 2013.

# 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)

## *You Could Win \$500 by Signing Up for Text Messages from America Saves*

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

We know that saving money isn't always top of mind. That's why America Saves is launching a [new text message service](#) to keep you motivated to save as part of Financial Literacy Month. Now, when you take the [America Saves Pledge](#) you can choose to receive text message tips and reminders. And if that isn't enough, **we are giving away \$500 to help one person reach their savings goal.** (Must be 18 years of age or older to win.)



### **How to enter to win the \$500:**

1. Take the [America Saves Pledge](#) Between April 1 and April 30, 2013.
2. Click the box to receive text messages.

When you take the America Saves Pledge, you will choose a savings goal and an amount to save. We will use the goal you choose to send you text message related to that goal. Text messages will come in the form of tips to help you find money to save, as well as advice and reminders to help you save for your specific goal.

It's a win-win situation. One lucky person will win \$500 to help them reach their savings goal – and everyone will win by staying motivated to save.

Don't forget to share this with friends and family. It may be the thing that helps them set their goal to start an emergency fund, pay down debt, or save for items like education or retirement.

Good Luck and Happy Saving!

## **Sample Tweets/Facebook Posts**

Share the following messages with your Facebook and Twitter Followers:

**Monday, April 1-** Get #savings tips straight to your phone from @AmericaSaves – You could win \$500  
<http://ow.ly/jhljN>

**Tuesday, April 2-** AGI \$57,000 or less? u may qualify to use tax software to prep & efile your #taxes for FREE  
[ow.ly/jgjHu](http://ow.ly/jgjHu) #SavingsTipTuesday @AmericaSaves

**Wednesday, April 3-** @NatlJumpStart answers FAQ about #Financial Literacy Month 2013.  
<http://ow.ly/joUzZ> @AmericaSaves

**Thursday, April 4-** America Saves has free downloadable one-pagers and posters to use at events and VITA sites. <http://ow.ly/jzSkz> via @AmericaSaves

**Friday, April 5-** Did you know, you can #Save your #tax refund and enter to win \$25,000!? [ow.ly/j0kln](http://ow.ly/j0kln) @D2Dfund @SaveYourRefund #SavingsFactFriday @AmericaSaves

**Monday, April 8-** National Retirement Planning Week has begun. Tweet your #retirement tips using #NRPW2013

**Tuesday, April 9-** Ready for retirement? Use the #Retirement Realities Checklist to find out <http://bit.ly/yIVFxt> #NRPW2013

**Wednesday, April 10-** Get #retirement #savings tips straight to your phone from @AmericaSaves – You could win \$500 <http://ow.ly/jhIjN> #NRPW2013

**Thursday, April 11-** It's Day 4 of National #Retirement Planning Week. Visit [retireonyourterms.org](http://retireonyourterms.org) and get started mapping out your financial future #NRPW2013

**Friday, April 12-** Did you know, you can #Save your #tax refund and enter to win \$25,000!? [ow.ly/j0kln](http://ow.ly/j0kln) @D2Dfund @SaveYourRefund #SavingsFactFriday

**Monday, April 15-** Sign up for text messages to get #savings tips and resources and be entered into a \$500 drawing! <http://ow.ly/jhIjN> Via @AmericaSaves

**Tuesday, April 16-** Avoid bouncing checks/overdraft fees. The \$ you #save each month could go to an emergency savings acct. #SavingsTipTuesday @AmericaSaves

**Wednesday, April 17-** @USAgov gives info to help you make your #rent #payments <http://ow.ly/jzLQZ> Via @AmericaSaves

**Thursday, April 18-** Connect with a local #Saves Campaign to check out savings resources near you. <http://ow.ly/jraR4> via @AmericaSaves

**Friday, April 19-** Bring lunch to work. The #money you #save can help you create an emergency fund. #SavingsFactFriday @AmericaSaves

**Monday, April 22-** Get #savings tips straight to your phone from @AmericaSaves – You could win \$500 <http://ow.ly/jhIjN>

**Tuesday, April 23-** When driving, avoid fast start-ups and stops. You can #save hundreds of #dollars on lower gas costs. #SavingsTipTuesday @AmericaSaves

**Wednesday, April 24-** Learn more about partner resource packets from @AmericaSaves <http://ow.ly/jzS9A>

**Thursday, April 25-** Sign up for text messages to get #savings tips and resources and be entered into a \$500 drawing! <http://ow.ly/jhIjN> Via @AmericaSaves

**Friday, April 26-** Calculate your net worth to help set your savings goals @FINRAFoundation <http://ow.ly/jr9KV> #SavingsFactFriday via @AmericaSaves

**Monday April 29-** Find Help for Difficult Financial Times @USAgov @AmericaSaves <http://ow.ly/jzJ8u>

**Tuesday April 30-** Last Chance! Get #savings tips straight to your phone from @AmericaSaves – You could win \$500 <http://ow.ly/jhIjN>

# Tools and Resources

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

## America Saves

- [America Saves' New Text Messages Service](#)
- [Annual Savings Survey 2013](#)

## America Saves Blog

- [Saving for Life's Special Events](#)
- [Can Lack of Emergency Saving Lead to Mortgage Problems](#)
- [More Families Saving More for College, But Are Still Not Saving Enough](#)

## Financial Industry Regulatory Authority (FINRA)

- [Action Plan: Calculate Net Worth](#)

## More Resources

- [National Retirement Planning Week](#)
- [Jump\\$tart Coalition- FAQ on Financial Literacy Month](#)
- [USA.gov Gives Help for Difficult Financial Times](#)

Visit the [America Saves blog](#) over the next four weeks for more articles on Overall Financial Health.