

College Savings

June 13 – July 21

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 [Joanne Martonik](#).

Our next resource kit will be about Debt and Consumer Protection: July 22 – September 8, 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)

Saving For College: Graduating With the Least Amount of Debt

By Katie Bryan, [America Saves](#)

By June most recent high school graduates know what college they are going to, but many of them may still not know how they are going to pay for it. We've heard the stats that the average debt students have upon graduation has skyrocketed to \$35,200, according to a [recent Fidelity survey](#), and that the costs of attending college increase 6% each year. College is still a great investment for most students, especially with some planning ahead of time to help keep debt to a minimum. It's still true that those with a bachelor's degree will earn \$1 Million more over their lifetime than those who only complete high school.

The challenge is to graduate with as little debt as possible. Here are three ways to help keep student debt to a minimum:



1. Create a College Savings Plan

Just like savings for retirement, it's good to save early and often. There are many ways out there to help you save, from a [529 account](#) to [Savings Bonds](#). Tip to find extra money to save: If you can save an extra \$300 a year (\$25 a month at 5% interest, compounded monthly for 18 years) you will have an extra \$8,766.43 to put towards tuition bills.

Haven't created a college savings plan yet? [Pledge to Save](#) with America Saves and you can set your savings goal and create a plan to reach it. You can even sign up for text message tips and reminders to help you reach your goal of saving for college.

2. Shop Around For Schools and Free Money

The Consumer Financial Protection Bureau [created a tool](#) to compare the costs of different colleges. Their tool will let you compare financial aid offers so you can see how all those numbers impact your payments down the road.

Apply for as many scholarships as you can. \$500 here and \$1,000 there can go a long way to helping pay for college. Many students also stop looking for scholarships once they enter college, but keep applying each year. Need some inspiration? Check out the article "[How I won \\$100,000+ in college scholarships](#)" by Ramit Sethi.

3. Find Ways to Reduce Spending (or Earn Money) While in College

Live at Home – Living on campus can cost anywhere from \$7,500 to \$9,000 per year. Consider living at home during college (if you can) and you can save nearly \$40,000. You can still get a full college experience by joining clubs and being active on campus.

Get a Part-Time Job – Look for a job on campus or a paid internship to supplement your income and pay for expenses like food, books, and incidentals while in college. The more you can pay upfront the less your monthly loan payments will be when you graduate. Need more ways to save? We've got a list of [54 ways to save](#) here.

***America Saves**, managed by the Consumer Federation of America (CFA), is a non-profit research-based social marketing campaign that seeks to motivate, support, and encourage low- to moderate-income households to save money and build wealth. Learn more at americasaves.org*

Sample Tweets/Facebook Posts

Share the following messages with your Facebook and Twitter Followers (please note the below posts are easily adaptable for Facebook by deleting the # references)

Thursday, June 13- Saving for college? You could #win \$500 by signing up for #texts from @AmericaSaves <http://ow.ly/IEQYt>

Friday, June 14- Just graduated? Make sure you know whom to pay, how much to pay, & when to start to repay your student loans <http://ow.ly/IJTE5> via @FAFSA

Saturday, June 15- Check out how 529 plans help make higher education as attainable as possible: <http://bit.ly/OLYbl5> via @College_Savings

Sunday, June 16- Do you or your kids need some help navigating your financial options for college? Check out this blog from @AmericaSaves <http://ow.ly/IVjcf>

Monday, June 17- Gearing up for college? Need some help navigating the noise? Let @CFPB help: <http://ow.ly/IHl8t>

Tuesday, June 18- #SavingTip You can open an account in just about any plan at any age that can be used immediately- #NeverTooLate via @College_Savings

Wednesday, June 19- Research #free or inexpensive entertainment in your community. This can be done on the web, your university's bookstore, or library! <http://ow.ly/IK4me>

Thursday, June 20- Need some help #saving for #school? Sign up for #texts from @AmericaSaves <http://ow.ly/IEQYt>

Friday, June 21- #Tips to Help #Graduates as Their Student Loan Repayments Begin. <http://ow.ly/IVYns> Via @AmericaSaves

Saturday, June 22- Simple Ways Your #Teen Can Earn Money to #Save. <http://ow.ly/IVYuy> Via @AmericaSaves

Sunday, June 23- More Families #Saving More For #College, But Are Still Not Saving Enough. <http://ow.ly/IVYF4> Via @AmericaSaves

Monday, June 24- Saving for College: 529 Accounts. <http://ow.ly/IVYLU> Via @AmericaSaves

Tuesday, June 25- Taking a car to campus? @collegeprowler's ranking of schools with the most reasonable permits. <http://ow.ly/IERHQ> #SavingsTipTuesday

Wednesday, June 26- You could #win \$500 to put towards your college savings or debt repayment. Find out more here: <http://ow.ly/IEQYt>

Thursday, June 27- Use the @FINRA_Education College Savings Calculator to estimate the \$ you need to cover college education. <http://ow.ly/lVZ8f>

Friday, June 28- Need some help saving money before, during, or after #college? Let @AmericaSaves help <http://ow.ly/lKcsC> #SavingsFactFriday

Saturday, June 29- Student Banking: Managing your college money. <http://ow.ly/lVZzL> Via @CFPB

Sunday, June 30- Track what you spend so you can know how much your #budget can handle and where to allocate funds <http://ow.ly/8nd6c> Via @AmericaSaves

Monday, July 1- Let us help you find out how much you should #save for your kid's college fund w/ our calculator. <http://bit.ly/10K5MUV> @kinecta

Tuesday, July 2- You could #win \$500 by signing up for #texts from @AmericaSaves <http://ow.ly/IEQYt> #SavingsTipTuesday

Wednesday, July 3- I'd like to start a scholarship fund. How much money do I need & how do I go about doing it? <http://mykip.co/195SPlg> via @kiplinger

Thursday, July 4- #CollegeSavingsTip Get to know a classmate and borrow their book! No need to buy overpriced one! <http://ow.ly/eLR7t> via @poorstudents

Friday, July 5- Do you know the 5 strategies for #saving? Check them out here <http://ow.ly/8mW3N> Via @AmericaSaves #SavingsFactFriday

Saturday, July 6- Having an emergency #savings fund may be the most important difference in staying afloat financially. <http://ow.ly/8mWOL> Via @AmericaSaves

Sunday, July 7- Slow and steady wins the race in saving & the sooner you start the better. Get more tips here <http://ow.ly/8nbig> Via @AmericaSaves

Monday, July 8- Saving for #college? You could #win \$500 by signing up for #texts from @AmericaSaves <http://ow.ly/IEQYt>

Tuesday, July 9- #CollegeSavingsTip #22- Trade clothes with friends when your wardrobe starts looking dull. <http://ow.ly/lK4me> #SavingsTipTuesday

Wednesday, July 10- Tips for reducing debt: stop borrowing, cut or store credit cards in a safe place & make a budget. Get tips here <http://ow.ly/8n0Au> Via @AmericaSaves

Thursday, July 11- Check out the America Saves Blog for great tips and ideas on #saving #money <http://ow.ly/8n3u9> Via @AmericaSaves

Friday, July 12- 11 Essential #Money #Tips for New College Grads: <http://goo.gl/lp5IY> via @PBS #SavingsFactFriday

Saturday, July 13- Help your kid cut #college #debt! Here are some cost-cutting #tips. <http://ow.ly/lktS9>
@GetRichSlowly

Sunday, July 14- Having trouble saving for school? Sign up for #texts from @AmericaSaves for a chance to win \$500! <http://ow.ly/IEQYt>

Monday, July 15- Need weekend plans? Make sure to check the newspaper to find #free or inexpensive entertainment in your community <http://ow.ly/8nd6c>

Tuesday, July 16- If you're a college student, there are some great ways to save money this summer. <http://ow.ly/l7vuv> via @GetRichSlowly #SavingsTipTuesday

Wednesday, July 17- Are you curious what types of #aid are available for you or your #student? Let @FAFSA help: <http://ow.ly/lMuye>

Thursday, July 18- Use FINRA's 529 Plan Expense Analyzer to compare how 529 plan fees and expenses can reduce returns. <http://ow.ly/lVYZH> Via @FINRA_Education

Friday, July 19- FinAid.org the largest source of student financial aid info, advice & tools <http://ow.ly/lMvd9> #SavingsFactFriday

Saturday, July 20- Need a supplement to mom and dad's monthly college allowance? Sign up for #texts for the chance at \$500! <http://ow.ly/lKcsC>

Tools and Resources

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

America Saves

- [America Saves' Text Messages Service](#)
- [America Saves College Articles](#)

Financial Industry Regulatory Authority (FINRA)

- [College Savings Resources](#)

Consumer Financial Protection Bureau (CFPB)

- [Know Before You Owe](#)
- [Paying for College](#)

Other Resources

- [College Savings Plans Network \(CSPN\)](#)
- [CNN Money College Saving Resources](#)
- [CollegeInvest](#)
- [Institutions Commit to Providing Millions of Students with Easy-To-Understand Information About College Costs \(U.S. Dept. of Education\)](#)
- [Finding the Right College For You – Tools & Resources \(U.S. Dept. of Education\)](#)
- [U.S. News College Savings Center](#)
- [Get the Best Price When Selling Back Textbooks \(Kiplinger\)](#)

Visit the [America Saves blog](#) over the next four weeks for more articles on Saving for College.