

20 Reasons Why Your Organization Should Participate in **VETERAN SAVES WEEK**

- 1.** Contribute to a national conversation about the importance of saving
- 2.** Increase your organization's visibility for participating in a national awareness campaign
- 3.** Use your organizational influence in your community to save and build wealth
- 4.** Communicate messages of saving to your external audience(s) –clients, customers, members, etc.
- 5.** Communicate messages of saving to your internal audience(s) –employees, team members, stakeholders, etc.
- 6.** National recognition as a leader in helping your audience(s) save more effectively
- 7.** Potential for national and local media exposure
- 8.** Increase financial wellbeing among employees so they are less stressed and more productive
- 9.** Increase contributions to retirement plans
- 10.** Increase awareness and contributions to IRAs for individuals without access to an employer retirement plan (i.e. military spouse, caregivers, etc)
- 11.** Motivate the Veteran community to save automatically
- 12.** Motivate the Veteran community to save for transitioning out the military
- 13.** Motivate the Veteran community to choose their best financial institution
- 14.** Motivate the military community to plan for their financial future
- 15.** Motivate the military community save to get out of debt
- 16.** Support your community by developing better and safer savings products for use by military members and Veterans during Veteran Saves Week and through-out the calendar year
- 17.** Embrace the campaign and help it grow! Offer your resources to expand the movement to increase the Veteran population's savings rate
- 18.** Be a savings champion and share local resources like financial coaching and counseling to your audiences so they save more effectively
- 19.** Veteran Saves provides free plug-n-play resources for you
- 20. It's FUN!**



VETERAN SAVES WEEK

VeteranSaves.Org