



## 2025 Talking Points

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### About Veteran Saves Week:

Since 2007, [Veteran Saves Week](#) (formerly Military Saves Week) has been an annual celebration as well as a call to action for the military community to commit to saving successfully and reducing debt.

Hundreds of participating organizations join to encourage our local communities to prioritize checking in on their mindset, finances, and saving behaviors during the week.

Individuals are also encouraged to take the [Veteran Saves Pledge](#) to clearly establish their financial goals and get information, resources, and support as they work toward them.

Over 300,000 service members, their families, and the military-connected community have taken the Military Saves pledge to save money, build wealth, and reduce debt since the beginning of the campaign in 2007.

Over 2,000 Veterans have taken the Veteran Saves Pledge since the inception of Veteran Saves in April of 2023.

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### Who Participates:

Hundreds of organizations participate, representing a diverse and impressive coalition of companies, nonprofits, educational institutions, Veteran services, military services, influencers, government agencies, and financial institutions.

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### What We Achieved in 2024:

- **\$1.76 million** deposited into savings and wealth-building accounts during the week
- **30%** of Savers pledged to save for **emergencies**, **22%** focused on **debt repayment**, **14%** chose **housing-related goals** (including homeownership and rental readiness)
- Recognized standout organizations with the **Designation of Savings Excellence (DOSE)** and **Savings Champion Awards**

These priorities reflect the real financial pressures facing Veterans and transitioning service members – and the desire for stability and preparedness in the current economic climate.

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### Why Individuals Should Participate:

Veteran Saves Week gives Veterans, transitioning service members, and their families a chance to:

- Reflect on their financial habits and goals
  - Explore savings strategies that fit their lifestyle
  - Learn about emergency savings, debt reduction, housing readiness, and employment-related financial decisions
  - Commit to a personal savings goal by taking the [Veteran Saves Pledge](#) and receive guidance and support throughout the year
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### Why Organizations Should Participate:

By joining Veteran Saves Week, your organization can:

- **Be part of a national movement** encouraging real-life financial stability
  - **Provide trusted resources** to a population that is often underserved in financial conversations
  - **Position your brand** as a leader in financial wellness
  - Receive recognition through awards like the **DOSE, Savings Champion**, and **Community Impact Award**
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### How It Works:

1. [Sign up here](#) as a participating organization – it's free.
  2. After signing up, you will receive access to our Veteran Saves Week digital toolkit packed with social posts, blogs, email templates, graphics, and conversation starters.
  3. Share resources across your channels and with your community.
  4. Encourage your audience to take the [Veteran Saves Pledge](#) to kickstart their savings journey.
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### Easy Ways to Describe Veteran Saves Week to Your Audience:

- Veteran Saves Week is your chance to take control of your finances with support, tools, and real resources – all in just four days.
  - We're helping Veterans and transitioning service members get real about their money and make a plan that works for them.
  - Join a national conversation about saving, reducing debt, and building long-term financial confidence while getting local support and free resources.
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### Cost to Participate:

Absolutely free. All resources, events, and toolkits from Veteran Saves are offered at no cost to individuals and organizations.

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### **Benefits of Participation:**

1. Build community engagement around a mission that matters.
  2. Help improve financial stability and confidence among Veterans and their families.
  3. Grow your organization's visibility and reputation through thought leadership and national exposure.
  4. Align your work with a trusted, values-driven national initiative.
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**Thanks again for being a part of Veteran Saves Week 2025! If you have any questions or concerns, please reach out to us at [save@americasaves.org](mailto:save@americasaves.org).**