

# Talking Points for Veteran Saves Week 2024:

## 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 together 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 in order 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 Department of Defense civilian employees and contractors have taken the Military Saves pledge to save money, build wealth, and reduce debt since the beginning of the campaign in 2007.

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

## 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.

## What we've achieved:

In 2023 during Military Saves Week, 492 organizations joined together to encourage the service members and their families who live in their communities and are employees, customers, members, and constituents to pause and do a financial check-in. Our collective efforts reached nearly 16.4M individuals globally, including Germany, South Korea, and Japan.

## Why individuals should participate in Veteran Saves Week:

By participating in Veteran Saves Week, individuals navigate through different areas of their finances that better position them for success to assess their own saving status.

By the end of the Week, they'll have addressed: how to choose the right financial institution, housing, short-term and long-term saving goals (such as an emergency fund and retirement), the best strategies for saving successfully (saving automatically and reducing debt), and the financial transition from military to civilian life.

### **Why organizations should participate in Veteran Saves Week:**

Organizations that participate in Veteran Saves Week have a unique opportunity to be a part of a larger national conversation around building financial confidence and financial wellness, while simultaneously serving their community in a tangible way. Veteran Saves Week is also a great entry point to align alongside the Veteran community.

This Veteran Saves Week, we'll join together and elevate the conversation about financial confidence that encourages service members to take control of their financial future. No matter where your community is on their financial journey, they'll clearly see the steps they can take now that will inform and shore up their financial stability.

### **How it works:**

1. Organizations sign up as a participating organization and receive ready-to-share resources and materials provided by Veteran Saves that encourage Veterans, transitioning military members, and their families to check-in on their finances and develop or continue a healthy habit of saving that is effective and sustainable.
2. Materials and resources are compiled in an easy-to-access, NO COST, digital toolkit. The content focuses on the four pillars of Veteran Saves: Financial Stress, Housing, Employment, and Banking.
3. The Veteran Saves Week digital toolkit features social media posts, blogs, graphics, resources, email and newsletter copy, and other marketing materials.
4. Organizations also encourage their communities to take the Veteran Saves Pledge to help people create a simple goal-based saving plan with ongoing support, encouragement, and resources delivered via email and text as they work toward their goals.

### **Easy ways to describe Veteran Saves Week to your community:**

“Veteran Saves Week is your opportunity to get a clear view of your finances over 4 days, while getting national and local support, new resources, and being eligible for rewards while you do it!”

“Join us for Veteran Saves Week as we share tools and resources with our community that inspire Veterans, transitioning military members, and families to save successfully and work toward building financial confidence.”

“During Veteran Saves Week Veterans, transitioning service members, and their families make a commitment to themselves to get a clear view of their finances so that they can make the best financial decisions for themselves. As a participating organization, we provide you with resources that help you achieve your short-term and long-term saving goals.”

### **How much does it cost to participate in Veteran Saves Week?**

It's FREE! Veteran Saves and all our initiatives, resources, tools, etc. are always free for individuals and participating organizations.

### **Benefits of Participation in Veteran Saves Week:**

- 1) Contributing to a national conversation about the importance of saving, reducing debt, and building financial confidence and communicating those messages to your audience(s).
- 2) Increasing financial confidence among workers, allowing for more productivity and stress relief. This includes better positioning Veterans and transitioning service members to save for emergencies, retirement, becoming homeowners, and reducing debt.
- 3) Being recognized as a thought-leader and increasing your organization's brand awareness and visibility by contributing to a topic of national importance.
- 4) Potential for national and local media exposure.