



February 24 – March 2, 2008

How To Organize America Saves Week

Send Notification Letter

Send notification letter to decision makers at both potential and current partner organizations asking for participation, support, or endorsement.

Distribute Resources

Community wide distribution—posters, flyers, newsletter inserts, press release/story pitch. For those campaigns that have identified a media partner for America Saves Week, utilize that partnership.

Organizational distribution—site visits with decision makers, distribution of activities material and secure participation.

Develop FI Promotion

With bank and credit union partners encourage promotion through: statement stuffer, teller info, posters, IRS split refund two pager, press releases, incorporate Week into their brand ads.

Promote Split Refund

Take advantage of existing partnerships to promote refund split. paycheck stuffers, payroll provider's participation,

Press Event Announcing America Saves Week

Hold a press event to announce America Saves Week any day during February 24 – March 2, 2008. Recognize participation and announce expected results.