



Dear ASEC Partner:

[Just two out of every five U.S. households](#) report good or excellent progress in meeting their savings needs. That's why we want your organization to participate in America Saves Week. Since 2007, [America Saves Week](#) has been an annual opportunity for financial institutions, government agencies, employers, bloggers, and organizations to promote good savings behavior and a chance for individuals to assess their own saving status.

America Saves Week is coordinated by [America Saves](#) and the [American Savings Education Council](#). It will take place from February 27 to March 4, 2017.

Each day will feature a new focus, such as family savings and saving at tax time. The Week will feature different engagement opportunities, including a photo and video contest, tweet chats, free products and resources, and more. Sign up to be recognized as a participant and receive participation information and a toolkit, an America Saves week participation badge to share on your website and on materials, and tips and resources to help you plan successful savings activities.

Military installations, financial institutions, government agencies, employers, and organizations that support servicemembers and their families can learn more about and register for Military Saves Week [here](#).

[Sign up for America Saves Week 2017 to encourage your clients and constituents to save effectively.](#)

Ready to participate?

- [Sign up here](#) to get the America Saves Week participation badge, be recognized on [americasavesweek.org](#), and receive helpful emails to help you plan successful activities.
- Start planning with the [America Saves Week Mini Kit](#) chock-full of sample tweets, daily themes, and important resources in advance of the launch of the complete digital kit later this month.
- Select your organization type (bank, credit union, non-profit, etc.) [here](#) for tools and resources tailored for you.
- Learn and share [these](#) five reasons to participate in America Saves Week.

The America Saves Week team is here to help you plan activities. Please contact [Lindsay Ferguson](#).