

1. Welcome to America Saves Week 2009

Join thousands of organizations to Build Wealth Not Debt during America Saves Week: February 22 - March 1, 2009!

Completing the 5 questions on this page is how you let us know you are part of the movement to encourage saving, debt reduction and wealth building. (The asterisked questions are the basic information we require.) Your information will be added to others to report on the scope and success of America Saves Week.

* 1. What is the name of your organization?

2. If your organization is the coordinator of a Local Saves Campaign, please type in the name of the Campaign:

* 3. What is the best description of your organization?

Non-profit organization

Faith-based organization

Cooperative Extension

Government agency (non-military)

Organization associated with the military

Financial institution

Industry association or trade group

Educational institution

For-profit business

Other

(please specify)

* 4. Who is the contact person?

Name:

State:

Email Address:

5. What is your phone number?

2. Your Participation Plan (target audience)

There are 11 more questions in this survey that help you share your plans for participation in America Saves Week 2009.

Completing these questions benefits us (by helping anticipate what support we need to provide and to promote what is happening) and benefits you (by helping think through options, setting goals, and having a record of your plan).

The reporting survey we will ask you to complete after America Saves Week will follow this same format, so having your plan organized this way will make reporting easier.

You can also choose to browse through the questions without answering any or all of them.

6. Who is your target audience for motivating saving? Pick the category that best describes each.

	A primary audience	A secondary audience	An incidental audience	Not applicable
Community at-large	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our individual members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our organizational members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our member organizations' employees or customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Students	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify)

3. Your Participation Plan (promotional methods)

7. There are many ways to promote America Saves Week. Which will you include? Please indicate the likelihood you will do each of the following this year (if not part of your plan, check N/A)

	High priority	Medium priority	Low priority	N/A
Press releases or events	jn	jn	jn	jn
Obtain public proclamation	jn	jn	jn	jn
Public service announcements	jn	jn	jn	jn
Paid or donated advertising	jn	jn	jn	jn
Information on website	jn	jn	jn	jn
Material to employees	jn	jn	jn	jn
Material to customers	jn	jn	jn	jn
Material to students	jn	jn	jn	jn
Material to tax sites	jn	jn	jn	jn
Material to others, community at-large	jn	jn	jn	jn
Host community events	jn	jn	jn	jn
Participate in community events	jn	jn	jn	jn
1-on-1 financial counseling	jn	jn	jn	jn
Financial education workshops	jn	jn	jn	jn
Savings incentives	jn	jn	jn	jn

4. Your Participation Plan (enrolling Savers)

Many organizations encourage their staff or members to enroll as 'Savers' at www.AmericaSaves.org/enroll. Savers set a savings goal and create a basic savings plan, and they have access to free financial advice and information on no- or low-fee savings accounts. This free program also keeps in touch with enrolled Savers to help them stay on track with their savings plans.

8. How many Savers do you expect to enroll? (enter zero if enrolling Savers is not part of your plan)

5.

9. Is your organization a financial institution?

Yes

No (skip to Question 12)

6. Your Participation Plan (financial institutions)

10. Which of the following savings incentives will you be offering? (select all that apply)

- Gifts or matches for opening accounts
- Gifts or matches for adding to accounts
- Special interest rates for accounts
- Special (or no) fees for accounts
- Prizes or drawings
- Financial seminars

11. How much account activity do you expect?

of savers opening new accounts

of savers adding to existing accounts

7.

12. Is your organization coordinating a Local Saves Campaign?

Yes

No (skip to Question 14)

8. Your Participation Plan (Local Saves Campaigns)

13. Who will be your organization's key partners for America Saves Week 2009?
(please name)

Financial institutions	<input type="text"/>
Media	<input type="text"/>
Educational institutions	<input type="text"/>
Government agencies	<input type="text"/>
Public officials	<input type="text"/>
Philanthropies	<input type="text"/>
Community organizations	<input type="text"/>
Professional associations	<input type="text"/>
Businesses	<input type="text"/>
Other Saves Campaigns	<input type="text"/>
Other	<input type="text"/>

9. Your Participation Plan (promotional materials)

14. Will you be using the America Saves Week logo?

Yes

No

Not sure

15. Please estimate how many of the items listed below you will be distributing (enter zero if you will not be using the item). You can look at samples of each at www.americasavesweek.org.

It All Adds Up posters (all versions)

It All Adds Up flyers (all versions)

It All Adds Up payroll/statement stuffers

Savings During Tax Time posters

Savings During Tax Time flyers

Savings During Tax Time payroll/statement stuffers

Military Saves material (all items)

Youth Saves material (all items)

10. Your Participation Plan (expected audience)

16. How many people do you expect to reach with each of the following? (if not part of your plan, enter zero)

Marketing posters, flyers, etc.

Website

Postal mailings

E-mails

Ads, PSAs, media appearances

Tax site outreach

Events