

Introduction

America Saves, a nonprofit program of the Consumer Federation of America, has a mission to increase the financial confidence and stability of all Americans, especially the most vulnerable. Recognizing their unique experiences and challenges, our commitment goes beyond financial literacy and education, and focuses on sharing deeply resonating content, resources, tools, and strategies that move our savers to action. Those actions include mindset shifts, identifying savings goals, establishing savings for various opportunities, reducing their debt, making changes to how they spend and save, and more.



in 2023





240K
mailing list
subscribers



Campaign Focus and Partnership Opportunities:

America Saves partners on targeted mini awareness campaigns and native content opportunities in four initiatives and a series of annual events. These campaigns address kitchen table issues that affect everyday Americans' ability to save, increase financial understanding and confidence, and build financial stability.

These partnership opportunities offer direct access to engaged and niche audiences to advance brand visibility and align you with a mission to improve the overall financial wellbeing and quality of life of Americans.



Packages

PACKAGE 1

\$5,000

One-time opportunity: One piece of native content to be amplified in a single newsletter issue and across all social media platforms during the week of publication.

PACKAGE 2

\$20,000

Over a 90-day period of time: A native campaign series to be amplified in a newsletter sequence, across all social media platforms for the designated time period, video creation, and resource creation

PACKAGE 3

Customized brand awareness campaign based on your unique goals.

AMERICASAVES.ORG

Metrics and Impact Measurement:









During our #ThinkLikeASaver 5 Ways To Make Saving Easier Town Hall, Rachael Deleon of AFCPE breaks down the emotions tied to spending your savings.

"No matter what happens, the unexpected will happen. Celebrate that you did the work to get there, and know that this is what you saved for." - Rachael Deleon



Partnership Examples:

In April 2022, we piloted our workshop collaboration by designing and facilitating a workshop on creating a budget for Walmart employees. The event was held during ASW and attended by over 3,500 employees. Another key partnership example is our annual week-long campaigns, such as ASW, sponsored by JP Morgan Chase, and our former MSW event, which included sponsors such as USAA in 2023.



reached

deposits



Events

America Saves Summit
America Saves Week
Veteran Saves Week
Educational Forums - Themed
Workshops, Linkedin Lives, Podcasts

Connect

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AMANDA WOODS - Young Savers awoods@consumerfed.org

Program Specifics:



America Saves creates relatable, easy-to-implement personal finance resources, tools, and strategies aimed to serve lower-to-moderate income earners; particularly vulnerable communities including people of color, women, and people with disabilities.

YOUNG SAVERS

With a vision that all young people build financial confidence and establish lifelong saving habits, the Young Savers program partners with youth employers, educational institutions, community organizations, and parents and caregivers to encourage young people aged 14-24 to embrace a values-led approach to saving.



America Saves at Work works directly with employers to help them create a place of work where employees, particularly those earning a low to moderate income, can find reliable and credible tools and resources to meet their specific financial needs.



Veteran Saves focuses on the unique financial challenges for Veterans face, centering on financial stress reduction, banking, housing, and easing into civilian employment from military stability.