



**America Saves Week is February 19 – February 26, 2012.
Go to www.americasavesweek.org and learn how you and your organization can participate.**

Ways to participate in America Saves Week

America Saves Week (ASW) 2012 is fast approaching. This year the dates for the Week are February 19-26, 2012. We have updated the [Social Media Campaign document for ASW 2012](#). The document contains Facebook postings along with sample blog posts. If you have any questions regarding the Social Media Campaign please feel free to contact me.

Searching for other ways to participate in the Week? ASEC encourages you to look into the [Bonds Make It Easy Campaign](#) sponsored by ASEC Partner Doorway 2 Dreams Foundation. The Bonds Make It Easy web site provides you with free promotion materials you may use for spreading the word among your employees, colleagues, clients, partners, family, and friends on saving at least a portion of their tax refund with Series I Bonds provided by the U.S. Government. [Treasury Direct provides you with an FAQ page for further information on these bonds.](#)

The Week provides an opportunity for all of us to set aside some time to review our finances and look for ways to improve our financial lives.

- 1) **Set your goal** – What is it you want to achieve: retirement, child's education, emergency savings?
- 2) **Develop a plan** – What are the steps you will need to take to achieve your goal?
- 3) **Save automatically** – Contact your financial institution, find out which product is suitable for your goal, and set-up automatic savings.

If your organization has not yet signed-up to participate in the Week please do so at [the Sign-Up page on the ASW web site](#).