



Goal of the Campaign – To increase the number of individuals who are planning and saving

Build your organization's education and action campaign promotions and events around existing programs and on the calendar of financial, education, savings, and planning events. This provides a hook for repeated communications and action opportunities to move individuals, including employees and their family members, students, clients, etc. to make saving part of every day and every decision.

Schedule of Financial Events

January

EITC Awareness Day, Jan. 27, 2012

- A national effort to increase utilization of the Earned Income Tax Credit, sponsored by the IRS
- www.eitc.irs.gov/ptoolkit/awarenessday/

February

America Saves/Military Saves Week, February 19 – 26, 2012

- A national effort to assist individuals to set savings goals and take action to advance towards these goals, sponsored by America Saves and the American Savings Education Council (ASEC)
- www.americasavesweek.org

March

National Consumer Protection Week (NCPW), March 7-13, 2012

- A coordinated campaign that encourages consumers nationwide to take full advantage of their consumer rights and make better-informed decisions in the marketplace. [NCPW Steering Committee](#)
- www.ncpw.gov

National Financial Capability Challenge, March 12 through April 13, 2012

- An awards program designed to increase the financial knowledge and capability of high school aged youth across the United States so they can take control over their financial futures, sponsored by the U.S. Department of the Treasury and the U.S. Department of Education.
- www.challenge.treas.gov

April – Financial Literacy Month

California Financial Literacy Month

- To highlight the importance of financial literacy and economic empowerment and to encourage all Californians to increase their understanding of saving, investing and credit choices, sponsored by the California Department of Financial Institutions.
- www.dfi.ca.gov/caflm/

National Employee Benefits Day, April 2, 2012

- Acknowledges trustees, administrators, corporate benefits practitioners and professional advisors for their dedication to providing quality benefits and the important role they play in their colleagues' well-being, sponsored by the International Foundation of Employee Benefit Plans.
- www.ifebp.org/AboutUs/NEBD/

National Retirement Planning Week, April 9-13, 2012

- Promotes activities that will demonstrate that it is possible to “Retire On Your Terms” if comprehensive retirement plans are properly developed and managed, sponsored by the Insured Retirement Institute.
- www.retireonyourownterms.org

National Credit Education Week, April 17-23, 2012

- Seeks to educate consumers about budgeting, using credit wisely and protecting their access to credit in order to ensure success in their personal financial goals, sponsored by ACA International.
- www.acainternational.org/about-national-credit-education-week-12070.aspx

Money Smart Week, April 21-28, 2012

- A series of free classes and activities designed to help consumers better manage their personal finances, sponsored by the Chicago Federal Reserve Bank.
- www.chicagofed.org/webpages/education/msw/index.cfm

National Credit Union Youth Week, April 22-28, 2012

- Show youth they can become Super Savers by visiting—and saving at—their credit union, sponsored by Credit Union National Association (CUNA).
- www.cuna.org/finlit/youth_week.html

Teach a Child to Save Day, April 24, 2012

- A national campaign that raises awareness about the important role that banks and bankers play in helping young people develop lifelong savings habits, sponsored by the American Bankers Association Education Foundation
- www.aba.com/abaef/teachchildrentosave.htm

May

Disability Insurance Awareness Month

- A time for disability insurance “reality check.” Take this opportunity to make sure you’d be OK financially in the event that a disability keeps you out of work for an extended period of time, sponsored by the LIFE Foundation.
- www.lifehappens.org/disability-insurance-awareness-month/

Older Americans Month

- Each year the Administration on Aging (AoA) issues a theme for Older Americans Month to assist our National Aging Services Network of state, tribal, area agencies on aging, and community services providers plan for activities that might take place in May or throughout the year. The theme of this year's celebration-Older Americans: Connecting the Community-pays homage to the many ways in which older adults bring inspiration and continuity to the fabric of our communities. It also highlights the many ways technology is helping older Americans live longer, healthier and more engaged lives. Sponsored by the Administration on Aging.

- www.aoa.gov/AoARoot/Press_Room/Observances/2011/Older_Americans.aspx

September

Life Insurance Awareness Month

- An educational campaign designed to get consumers to take stock of their life insurance needs and protect their loved ones through proper life insurance planning, sponsored by LIFE Foundation.
- www.lifehappens.org/liamkit/

October

Financial Planning Week, October 1-7, 2012

- Financial Planning Week is a celebration to help individuals discover the value of financial planning and make smart financial decisions to achieve life goals and dreams, sponsored by the Financial Planning Association.
- www.fpanet.org/WhatisFinancialPlanning/FinancialPlanningWeek/

International Credit union Day, October 18, 2012

- Highlights the important economic and social contributions credit unions make to their communities worldwide, sponsored by Credit union National Association (CUNA).
- www.cuna.org/finlit/icuday_index.html

Get Smart About Credit Day, October 18, 2012

- Is a national campaign of volunteer bankers who help young people develop responsible credit habits, sponsored by the American Bankers Association Education Foundation.
- www.aba.com/abaef/getsmartaboutcredit.html

National Save for Retirement Week, October 15-21, 2012

Goals for National Save for Retirement Week:

- Make employees more aware of how critical it is to save now for their financial future
- Promote the benefits of getting started saving for retirement today
- Encourage employees to take full advantage of their employer-sponsored plans by increasing their contributions

- Sponsored by National Association of Government Defined Contribution Administrators
- www.nagdca.org/content.cfm/id/ns4rw

National Estate Planning Awareness Week & Estate Planning Day Materials, October 15-21, 2012

- Estate planning is one of the most overlooked areas of personal financial management. It is estimated that over 120,000,000 Americans do not have up to date estate plans to protect themselves and their families in the event of sickness, accidents, or untimely death. This costs the affluent and middle classes wasted dollars and hours of emotional hardship each year that that can be minimized with proper advanced planning and action. Sponsored by the National Association of Estate Planners and Councils.
- www.naepc.org/estate_planning_week.web

Protect Your Identity Week, October 16-21, 2012

- Identity theft is commonly one of the fastest growing crimes in America. It is defined as someone using another person's name and identifying information to steal an identity. When the crime is discovered, the crooks move on, leaving their victims to deal with the fraudulent debts. Sponsored by National Foundation for Credit Counseling, National Association of Triads, Inc, and National Sheriffs' Association.
- www.protectyouridnow.org/index.cfm

November

Long-Term Care Awareness Month

- The American Council of Life Insurers (ACLI) hopes that during Long-Term Care Awareness Month this November that Americans will take time to ensure they are prepared to address their potential long-term care needs. Sponsored by the American Council of Life Insurers.
- www.acli.com/Newsroom/News%20Releases/Pages/NR11-049.aspx

Global Entrepreneurship Week November 12-18, 2012

- Global Entrepreneurship Week is the world's largest celebration of the innovators and job creators, who launch startups that bring ideas to life, drive economic growth and expand human welfare. During one week each November, GEW inspires people everywhere through local, national and

global activities designed to help them explore their potential as self-starters and innovators. Sponsored by Kauffman, The Foundation for Entrepreneurship, NYSE Euronext, and Dell.

- www.unleashingideas.org/about