



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. 26, 2018

- A national effort to increase utilization of the Earned Income Tax Credit, sponsored by the IRS
- <http://www.eitc.irs.gov/Partner-Toolkit/awarenessday>

February

America Saves/Military Saves Week, February 26 – March 3, 2018

- 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 4-10, 2018

- A coordinated campaign that encourages consumers nationwide to take full advantage of their consumer rights and make better-informed decisions in the marketplace.
- www.ncpw.gov

Global Money Week, March 12- March 18, 2018

- Talk, play, create, sing, read, discuss and learn about saving, money, changing economic systems and building a financial future for youth.
- <http://www.globalmoneyweek.org/>

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.
- <http://www.caflm.ca.gov/>

National Credit Union Youth Month

- Encourage your members to get “Wild About Saving” by visiting—and saving at—their credit union, sponsored by Credit Union National Association (CUNA).
- <https://www.cuna.org/youthmonth/>

National Employee Benefits Day, April 2, 2018

- 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/

Financial Literacy Day, April 5, 2018

- Cumberland Advisors in partnership with the University of South Florida, Sarasota-Manatee (USFSM) and the Global Interdependence Center (GIC), with support from the Financial Planners Association (FPA) are proud to announce the 2nd annual Financial Literacy Day, which will feature several nationally recognized speakers.
- <http://www.cumber.com/financial-literacy-day/>

Financial Literacy Day on Capitol Hill, April 12, 2018

- Hill Day's goal is to introduce Capitol Hill and the general public to the strides the Jump\$tart Coalition and its partners have made in the financial literacy effort; to the most effective financial education programs and

resources available now; and to the diversity of organizations and individuals who are working together toward shared goals.

- <http://www.jumpstart.org/hillday18>

National Retirement Planning Week, April 9-13, 2018

- 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.
- <https://www.retireonyourterms.org/NRPW>

National Healthcare Decisions Day Week, April 16-22, 2018

- National Healthcare Decisions Day exists to inspire, educate and empower the public and providers about the importance of advance care planning.
- <https://www.nhdd.org/#sign-up>

Teach a Child to Save Day, April 20, 2018

- 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
- <http://www.aba.com/Engagement/Pages/teachchildrentosave.aspx>

Money Smart Week, April 21-28, 2018

- A series of free classes and activities designed to help consumers better manage their personal finances, sponsored by the Chicago Federal Reserve Bank.
- <http://www.moneysmartweek.org/>

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.
- <http://www.nationwide.com/neb-disability-insurance-awareness-month.jsp>

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—Engage at Every Age—emphasizes that you are never too old (or young) to take part in activities that can enrich your physical, mental, and emotional well-being. It also celebrates the many ways in which older adults make a difference in our communities. Sponsored by the Administration on Aging.
- <https://oam.acl.gov/>

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.
- <https://www.lifehappens.org/awareness-campaigns/>

October

National Estate Planning Awareness Week & Estate Planning Day Materials, October 15-21, 2018

- 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.
- http://www.naepc.org/events/awareness_campaigns

International Credit Union Day, October 18, 2018

- Highlights the important economic and social contributions credit unions make to their communities worldwide, sponsored by Credit union National Association (CUNA).
- http://www.woccu.org/networking_education/icuday

Get Smart About Credit Day, October 18, 2018

- Is a national campaign of volunteer bankers who help young people develop responsible credit habits, sponsored by the American Bankers Association Education Foundation. Usually takes place on the third Thursday in October.
- <http://www.aba.com/Engagement/Pages/getsmartaboutcredit.aspx>

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

Global Entrepreneurship Week November 12-18, 2018

- 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.
- <https://genglobal.org/gew>