



TexasSaves
You Can Build Wealth

TEXAS SAVES TALKING POINTS

Savings - the core of asset development

Individuals cannot purchase nor retain assets without saving. A major impediment to asset purchase and effective participation in an asset development program is the lack of emergency savings. Consumer Federation of America (CFA) in 2004 surveyed 1038 low and moderate income women about the frequency and cost of financial emergencies. These women reported medians of five emergency expenditures per year, each averaging \$400, for a total annual expense of \$2,000. Lower-income women (income under \$25,000) reported 6-7 emergencies, each averaging \$300, for a total annual expense of \$2,000.

Texas Saves - a social marketing campaign with a focus on financial action

Texas Saves utilizes strategies and activities developed by 54 local and national Saves Campaigns that currently involve thousands of employers, financial institutions, non profit and educational organizations along with the military services. These include identifying organizations and institutions that will promote the message, activities and tangible benefits that add value to the financial stability of their employees, or to assist saving for homeownership or starting a business, or education, or increasing participation in a 401k or 403b program. Participating organizations can use generic America Saves materials, or develop co-branded materials with graphics provided by CFA.

Currently, the savings rate in America is -.5%. Families are living on 110% of their household income and are marred with overwhelming debt. All over America people just like you are proving that you don't have to be rich to build wealth. As members of Texas Saves, they are paying off their debts and saving to reach their financial goals. We can help, providing tips and tools to help you set goals, develop strategies to reach those goals, and start saving. So what are you waiting for? Enroll in Texas Saves and start making your dreams a reality.

Who is a Texas Saver?

Any Texas resident, who agrees to work toward a savings goal such as home ownership, school tuition, retirement, or even debt repayment, can be a Texas Saver. Texas Savers set savings goals as little as \$10 per month and try to save this amount every month. Building wealth starts when you set a goal and make a plan to reach that goal. Whatever goal you choose – whether it's buying a car, buying a house, or getting out from under your debts – learn about proven savings strategies and get simple tips on the best ways to save.

How to become a Texas Saver?

Complete the **"I Want to Be a Texas Saver"** enrollment form on the back of your "Build Wealth, Not Debt" brochure and fax to 1(866)-561-8027 or mail it to Jr.Finance Literacy Academy P.O. BOX 540805, Grand Prairie, Texas 75054-0805. You may also complete this form online at <http://www.txssaves.org/enroll/> or call 214-426-1103 or 2-1-1 for more information.

What membership benefits are available?

- No-fee or low-fee savings accounts offered to Texas Savers by many financial institutions.
- Free informational and motivational workshop with strategies on how anyone can save and build wealth.
- Free one-on-one planning consultation with a wealth coach.
- Free advice from a financial planner.
- Free seminars by financial experts on how to pay off debts, spend less, get good deals, qualify for a home mortgage, set up a retirement account, or select a savings or investment product.
- Wealth-building clubs run by Texas Savers that meet monthly to provide information, assistance, and support.
- Access to financial low-cost products, services, and resources available to all Texas Savers.

So what does all this cost me?

Not a dime! Your only obligation is to develop a specific saving goal, select an account, make a deposit in this account each month (or make a debt payment), and let us know that you are working toward your saving goal.

Who controls my savings account?

You do. You open a savings account in your name or purchase a Certificate of Deposit with the financial institution of your choice. We only advise and encourage. We never ask for personal or confidential information.