



**AMERICA  
SAVES  
WEEK**  
**2023**

The logo for America Saves Week 2023 features a red star inside a blue circle, with a red arc above it. Below this graphic, the words "AMERICA SAVES WEEK" are written in a bold, blue, sans-serif font, and "2023" is written in a bold, red, sans-serif font.

**A FINANCIALLY  
CONFIDENT YOU**



# ECONOMIC IMPACT

Americans across the country are continuing to make strides to improve their overall financial health and well-being more than ever before. Having the ability to make financial choices that align with an individual's goals, and knowing that it's the right choice for them, is imperative to becoming financially well. With this in mind, the theme "A Financially Confident You" was chosen for 2023.

We recognize that financial confidence, or the belief in one's financial capabilities, can be hard to come by at times for many Americans. It's more than managing your money, it's about becoming financially stable, being in control of your finances, and knowing what resources are available and how to access them to assist in taking the next right step financially, for an individual's situation, goals, or priorities.



# ECONOMIC IMPACT

America Saves Week 2023 was held February 27 – March 2, 2023, with the participation of nearly 4000 organizations that included financial institutions, government agencies, local governments, academia, nonprofit organizations, professional financial advisors, influencers, and more – reaching over 3.9 million American consumers.

During this year's week-long event, nearly 789 million dollars were deposited into new and existing savings accounts. Additionally, 397,500 new savings accounts were opened with automatic deposits, and almost 124,000 individuals set up new deposits into existing savings accounts. On top of that, nearly 437,000 individuals increased the amounts of their automatic savings transfers or deposits in already established accounts.

These numbers confirm that Americans are committed to taking steps toward better financial well-being. America Saves is proud to be a source of empowerment, providing positive savings messages and resources that will help individuals take steps toward bettering their financial capabilities and knowledge while increasing their confidence along with way.



# HIGHLIGHTS



**3952**

Participating organizations



**3.9M**

Total individuals Reached



**437,000**

Individuals increased the amounts of their automatic savings



**\$789 M**

Total deposits made during America Saves Week 2023



**397,500**

New savings accounts were opened with automatic deposits



**123,720**

Individuals set up new deposits into existing savings accounts

# TOP SAVINGS GOALS

## GENERAL SAVINGS (25.64%)

For the second year in a row, general savings is the top savings goal chosen when taking the America Saves Pledge. This reinforces that Americans are feeling the effects of our current economic conditions of inflation and rising housing costs.



## EMERGENCY FUND (25.42%)

Saving for an emergency continues to be one of the top three savings goals motivating individuals for the past X years in a row.



## VACATION OR SPECIAL EVENT (15.73%)

Americans are planning ahead for some needed R&R on a vacation or a special event like a wedding, graduation, or celebration.



# LOOKING FORWARD

Next year, America Saves Week will be moving to April! The week, themed **“Saving for What Matters Most”** will be held **April 8-12, 2024**. We'll be sharing updates and exciting news for #ASW2024 throughout the year.

America Saves Week is not the only time to focus on better financial health and well-being. We highly encourage staying engaged with us throughout the entire year by taking advantage of our programs and events.

## 2023 PROGRAMS & EVENT HIGHLIGHTS:

### THINK LIKE A SAVER PODCAST

We've expanded our content by switching from town halls to our very own Podcast, “Think Like a Saver”. This platform is aimed at supporting Americans as we continue building financial resilience and confidence. A total of 10 episodes have been released that are designed to get individuals ready to save successfully, reduce debt and get on a path toward building wealth. Tune in to hear our team take individuals on the journey to becoming a more informed and empowered saver that can make the best financial decisions, based on their own unique situation.

### THE SAVINGS ADVOCATE PODCAST

As an addition to our consumer-facing podcast, we've released the new “The Savings Advocate” for partners, employers, and personal finance professionals. This podcast focuses on industry trends, research, and hot industry topics as well as featuring insightful discussions on how to encourage and motivate Americans to save successfully, reduce debt and begin to build wealth.



# LOOKING FORWARD

## 2023 Programs & Event Highlights: VIRTUAL WORKSHOPS

America Saves has introduced a direct-to-consumer workshop series that focuses on real-time action toward financial stability. The first workshop in the series focused on “Establishing a Spending and Savings Plan”, where our team breaks down getting a clear view of your finances and setting goals along with providing tips on achieving those goals.

## TOOLS & RESOURCES

America Saves is committed to consistently releasing new and informative content that can be shared to support everyday Americans in saving successfully, reducing debt, and building wealth. We'll continue to release content including downloadables, articles, and new podcast episodes along with other tools and resources.



**AMERICA SAVES** | **AUTOMATIC SAVING DECISION TREE**

Are you currently employed?

- NO**
  - Are you still able to save monthly?
    - YES**: Ask your financial institution to set up a monthly automatic transfer from your checking to savings account.
    - NO**: The America Saves Spending and Savings Plan Tool is a resource meant to help you get a clear view of your finances. This allows you to know where you are and what choices you can make to support your saving goal!
- YES**
  - Do you know what you're saving for?
    - YES**: Do you have a view of your finances?
      - YES**: The America Saves resource may get a clear view of your finances. Know what choices you can make to support your saving goal!
      - NO**: A great way to start is by taking the America Saves Pledge! Those with a savings plan are twice as likely to save successfully. So set a goal and then make a plan to start saving automatically.
    - NO**: [Text partially obscured]

**AMERICA SAVES WEEK** | **MÉTODO BOLA DE NIEVE VS MÉTODO AVALANCHA**

Las estrategias más habituales que se pueden utilizar al intentar pagar su deuda incluyen el método bola de nieve o el método avalancha. Usted debe decidir qué método funciona mejor, ¡obtendrá los beneficios de pagar su deuda más rápido de cualquier manera!

**MÉTODO BOLA DE NIEVE**  
PAGAR PRIMERO EL SALDO MÁS BAJO

- Haga una lista de todas sus deudas desde el saldo más pequeño hasta el saldo más grande.
- Efectúe el pago mínimo de todas sus deudas, excepto la más pequeña.
- Con su deuda más pequeña, destine todo el dinero que pueda al saldo hasta que esté pagado.
- Tome el monto que estaba dedicando a la deuda más pequeña y aplíquelo a la siguiente más pequeña.

Con este método, las tasas de interés no son el objetivo.

**MÉTODO AVALANCHA**  
PAGAR PRIMERO LA DEUDA CON LA TASA DE INTERÉS MÁS ALTA

- Efectúe los pagos mínimos en cada fuente de deuda.
- Aplique los fondos restantes a la deuda con la tasa de interés más alta.

Al pagar primero la deuda con la tasa de interés más alta, reduce el monto total de intereses que paga.

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