



Buy in to Our Community **Talking Points on SaverLife**

- The state of savings in America is dire – according to the [Federal Reserve Bank, 47% of Americans are “financially fragile”](#) and could not cover an unexpected \$400 expense without going into debt.
- This savings crisis creates financial vulnerability for families. Living this close to the financial edge, a routine event like a flat tire, a parking ticket or a few days off work with an ill family member can quickly lead to financial ruin.
- It destabilizes our communities. Financially insecure families are less able to recover from a financial emergency. After an income disruption, [financially insecure households are 14x more likely to be evicted, 3x more likely to miss a housing payment, and 3x more likely to miss a utility payment](#) and can [cost cities and communities millions](#).
- Just a small amount in savings can make a difference. Families with [just \\$250 to \\$749 in savings](#) are less likely to be evicted, miss a housing or utility payment, or receive public benefits.
- **SaverLife is a call to action to help families increase their economic stability. Joining SaverLife is one of the best things that working families can do to improve their financial futures.**

What is SaverLife?

Create a Community of Savers

SaverLife motivates working Americans to build a life-long habit of saving by combining:

- **SaverLife’s online goal-based savings program** provides financial rewards for consistent saving.
- **24 weeks of motivational digital financial coaching** developed with a nationally renowned financial coach.
- **A community of resources and information** for Savers at [SaverLife.org/community](#)

How do you sign up?

Get started in three easy steps:

1. **Sign up:** Enter your name and email address and answer a few short questions.
2. **Link your bank account:** Securely connect the bank account you use to save by entering your online credentials.
3. **Earn rewards:** Earn \$10 for every month that you save at least \$20 - up to \$60 in rewards!

How does it work?

1. Save at least \$20 a month in your personal account with any one of more than 9,000 U.S. banks and credit unions.
2. SaverLife will add another \$10 per month each month a Saver meets the \$20 minimum – free, no strings attached.
3. Complementing the financial incentives, SaverLife members have access to informative financial materials [online](#) and via email to help determine and attain their savings goals.



saverlife.org/learn-more

SaverLife is brought to you by nonprofit EARN.
For more information, please contact Shana Beal shana@earn.org



About EARN

Founded in 2001, EARN is a national, award-winning nonprofit, whose mission is to create prosperity for low income families by helping them save and invest in their futures. EARN works at the intersection of financial technology and financial inclusion to develop online programs that empower low-income Americans to take charge of their financial lives. In 2016, EARN was identified by the Center for Financial Service Innovation's Financial Solutions Lab as one of the most promising innovations to help increase savings and manage financial shocks. EARN's savings technologies and programs have led a transformation in how the asset-building field supports working families in setting aside the savings they need to achieve financial security and take advantage of opportunities.