

TAX TIME IS ALL THE TIME

EARN.org plans to use behavioral science to motivate millions of Americans to save at tax time. To reach this goal, EARN is bringing together the fintech community to support the SaverLife Tax Pledge, a campaign to inspire Americans to save some of their refund.

We built the platform. We tested the impact. We developed the journey. We're sponsoring the prizes. Join us.

1

Begin Savings Journey

We all want to save more. SaverLife is a trusted partner to kickstart that habit.



2

Take the Pledge

Take the pledge to save some of your refund. SaverLife will remind you of your pledge when refund season starts.

3

Win a Prize

It's an investment in yourself AND you could be one of 100+ weekly winners from a pool of \$15,000 in instant prizes. It's a win/win. saverlife.org/pledge



4

Share Your Story

Use SaverLife's hashtag to share your saving story. We're starting with #WhatImSavingFor at saverlife.org/contest. New hashtags & new opportunities to win quarterly!



5

Tax Resources and Nudges

Take the pledge or share your story to receive personalized nudges to save and info on how to maximize a refund, including filing for free!



7

Grow Savings

Win more prizes for continued savings beyond tax season with SaverLife's Scratch and Save instant win game.



6

SAVE YOUR REFUND

The big moment! Last year, the Savers' average federal & state refund was >\$3,500. Savers put half into savings and allocated half to pre-budgeted expenses.



8

Improve Long-Term Financial Health

Win prizes for taking positive financial actions with SaverLife.

