

# Introducing SaverLife

Leveraging financial technology to build habits of saving

# EARN and SaverLife



[earn.org](http://earn.org)

A non-profit with over  
15 years of  
experience helping  
working families  
achieve prosperity  
through savings



[saverlife.org](http://saverlife.org)

A national community  
of 115,000+ members  
seeking to improve  
their financial lives





# Introducing SaverLife

SaverLife is an online savings community created to help people become better savers and develop financial stability.





# How Does it Work?



## Sign Up

Sign up at [SaverLife.org](https://www.SaverLife.org) with your name and email.



## Connect

Securely connect your bank account to SaverLife.



## Save

Save in your own bank account to earn rewards and prizes.



## Keep Saving!

Stay engaged with SaverLife by continuing to save and win.

## SaverLife Members Receive:

- Tips via email from SaverLife's certified financial coach
- Cash incentives, games, and prizes
- Personalized user dashboard

# A Library of Resources



[saverlife.org/resources](https://saverlife.org/resources)



[Home](#) [Learn More](#) [Prizes](#) [Resources](#) [Contact Us](#) [Log In](#) [Sign Up Free](#)

We're here to help. Start your savings journey by browsing SaverLife resources.



Ask an Expert



Calculators



Credit



Debt



Emergencies



Finances 101



What is a financial health score?

August 29, 2018



Understanding Your Debt

August 28, 2018



Starting, Funding, and Growing Your Small Business



# Prize-Linked Savings



[Home](#) [Learn More](#) [Prizes](#) [Resources](#) [Contact Us](#) [Log In](#) [Sign Up Free](#)



## SCRATCH & SAVE!

Keep Saving. Keep Winning.

WIN \$5, \$20 OR \$100!



### PLAY SCRATCH & SAVE FOR A CHANCE TO WIN!

Scratch & Save is your chance to win money for saving. The more you save, the more you could win!

Save \$5 and you could win \$5 or \$100. Save \$20 and you could win \$20 or \$100.

Enter your email below to get started!

[earn.org](http://earn.org) | [facebook.com/earnorg](https://facebook.com/earnorg)  
[twitter.com/earn](https://twitter.com/earn) | [youtube.com/earn](https://youtube.com/earn)

# Seasonal Promotions



We're giving away \$15,000 in prizes to people who take the pledge!

Make a commitment to yourself and you could win instantly.

\*Required Field

What are you saving your tax refund for? Select all that apply\*

- |   |   |
|---|---|
| <input type="checkbox"/> Emergency fund   | <input type="checkbox"/> Travel or vacation         |
| <input type="checkbox"/> Housing          | <input type="checkbox"/> Education                  |
| <input type="checkbox"/> Vehicle expenses | <input type="checkbox"/> Kids                       |
| <input type="checkbox"/> Debt repayment   | <input type="checkbox"/> Other <input type="text"/> |

How much of your refund will you save?

\$

First Name\*

Last Name\*

Email Address\*

Confirm Email Address\*

Mobile Phone Number

Zip Code\*

I, \_\_\_\_\_, pledge to save \$\_\_\_ of my



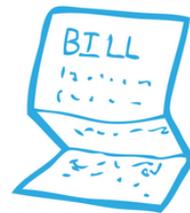
# Saving Makes a Difference



Households with just  
**\$250 - \$749**  
in savings are less likely to



be evicted



miss a housing or  
utilities payment



receive public  
benefits

# Integrating SaverLife in Nonprofit Work



# Partner Support



A free and easy way to help clients kick-start habits of saving



High-quality financial education from a certified financial coach



Professionally prepared social media and press kit



A scalable, easy-to-use platform to engage more clients



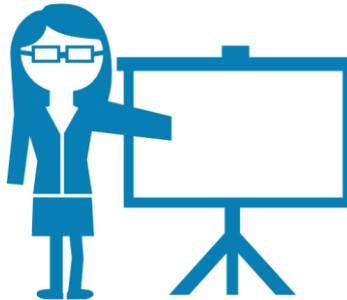
Support and updates from EARN Partner and Support Teams

# Best Practices for Using SaverLife



## Sign-up at SaverLife.org

Partners often sign up staff to better understand and communicate the program.



## Integrate into existing work

When individuals hear about SaverLife from a trusted coach or partner, they are more likely to sign-up.



## Use digital outreach

The most effective partners use both digital and in-person outreach for SaverLife recruitment.



# Our Work with Partners



UnitedWayDallas.org



United Way of Connecticut



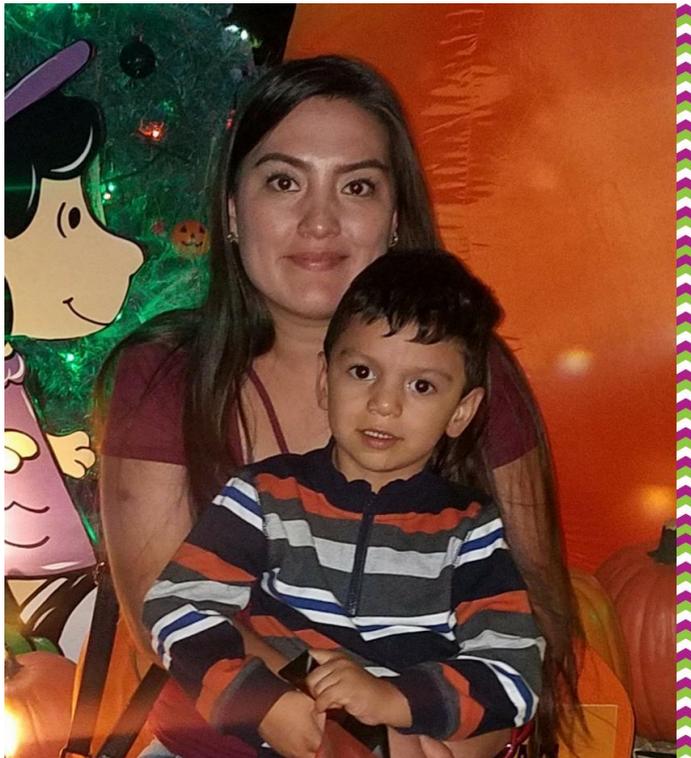
United Way of Greater Houston



Consumer Education Services Inc.



# Saira's Story



**"SaverLife is a really good opportunity to start saving. I don't have to worry if something happens because I won't have to rely on a credit card or dip into the money I need for school."**

- SAIRA, LAS VEGAS SAVER