Introducing SaverLife

Leveraging financial technology to build habits of saving
EARN and SaverLife

earn.org

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

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.

- 115,000 members
- In all 50 states
- Average savings of $700+
How Does it Work?

**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
Prize-Linked Savings

SaverLife

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!

Your Email Address
Submit

earn.org | facebook.com/earnorg
twitter.com/earn | 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.

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

- [ ] Emergency fund
- [ ] Housing
- [ ] Vehicle expenses
- [ ] Debt repayment
- [ ] Travel or vacation
- [ ] Education
- [ ] Kids
- [ ] Other

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

- be evicted
- miss a housing or utilities payment
- receive public benefits

Source: Urban Institute
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

United Way of Connecticut
United Way of Greater Houston
United Way Dallas.org
Consumer Education Services Inc.
MidPen Housing
Restoration
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