

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.





How Does it Work?



Sign Up

Sign up at 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



[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

The banner features the SaverLife logo at the top left. Navigation links include Home, Learn More, Prizes, Resources, Contact Us, Log In, and a Sign Up Free button. Social media icons for Facebook and Twitter are present. The main text reads 'SCRATCH & SAVE!' in large, bold letters, followed by 'Keep Saving. Keep Winning.' and 'WIN \$5, \$20 OR \$100!' in a stylized font. The background shows a smiling family of three (a man, a woman, and a child) with a basketball.

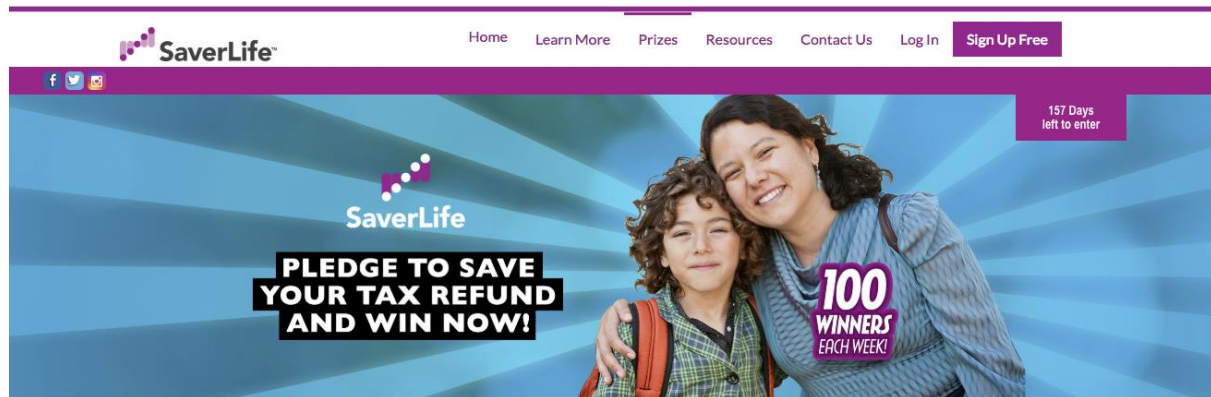
PLAY SCRATCH & SAVE FOR A CHANCE TO WIN!

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!

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



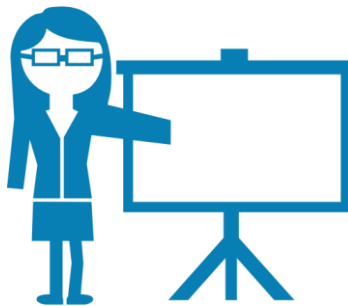
Support and updates from EARN Partner and Support Teams

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

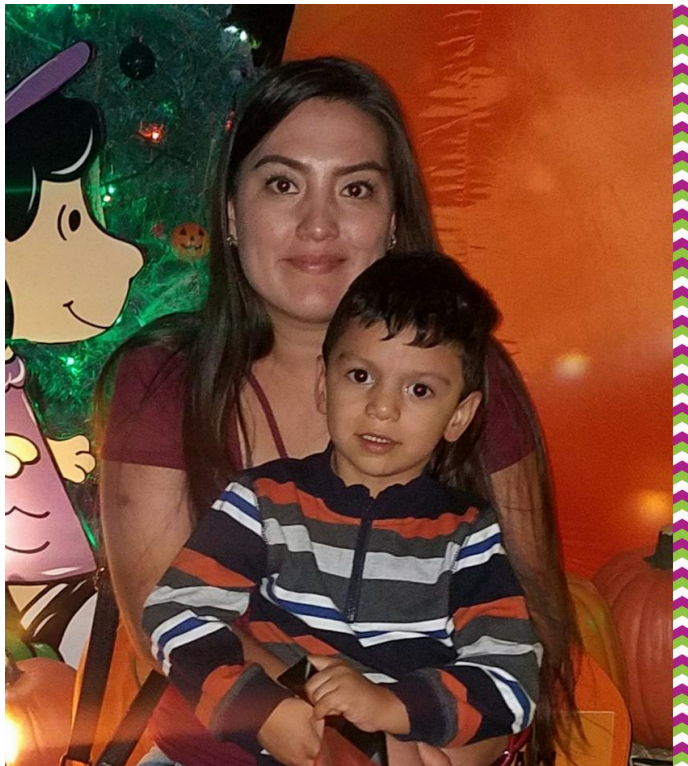


Consumer Education Services Inc.





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