

# ASW 2010 Reporting Survey draft

## 1. America Saves Week 2010 Report

Thanks for being part of America Saves Week 2010!

This survey helps you share what you did this year. Your organization's information will be combined with others to tell the America Saves Week story.

\* 1. What is the name of your organization?

\* 2. Which description best fits your organization?

Non-profit organization

Faith-based organization

Cooperative Extension

Educational institution

Government agency (non-military)

Organization associated with the military

Financial institution

Industry association or trade group

For-profit business

Other

(if Other, please specify)

\* 3. Who can we contact for more information?

Name:

State:

Email Address:

4. What is the contact person's phone number?

\* 5. Is your organization the coordinator of a Local Saves Campaign?

Yes

No (skip to Question 8)

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## 2. Local Saves Campaigns

\* 6. What is the name of your Campaign?

7. How many of each of the following were key Local Saves partners for America Saves Week 2010?

	0	1	2-4	5-9	10-14	15+
Financial institutions	jñ	jñ	jñ	jñ	jñ	jñ
Media	jñ	jñ	jñ	jñ	jñ	jñ
Educational institutions	jñ	jñ	jñ	jñ	jñ	jñ
Government agencies	jñ	jñ	jñ	jñ	jñ	jñ
Public officials	jñ	jñ	jñ	jñ	jñ	jñ
Philanthropies	jñ	jñ	jñ	jñ	jñ	jñ
Community organizations	jñ	jñ	jñ	jñ	jñ	jñ
Professional associations	jñ	jñ	jñ	jñ	jñ	jñ
Businesses	jñ	jñ	jñ	jñ	jñ	jñ
other Saves Campaigns	jñ	jñ	jñ	jñ	jñ	jñ
Other	jñ	jñ	jñ	jñ	jñ	jñ

(if Other, please fill in type(s))

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## 3. Your Target Audience

The following 4 questions are for all types of organizations to help you share details about your participation in America Saves Week 2010.

\* 8. Tell us about your target audience for motivating saving. Which description best fits each of these audience types for you?

	A primary audience	A secondary audience	An incidental audience	Not applicable
Community at-large	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our individual members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our organizational members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our member organizations' employees or customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adult students	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(if Other, please specify type(s))

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## 4. Your Promotional Methods

\* 9. Tell us about your promotional methods. Which description best fits how you used each technique this year?

	High effort	Medium effort	Low effort	Not applicable
Press releases or events	jn	jn	jn	jn
Obtained public proclamation	jn	jn	jn	jn
Public service announcements	jn	jn	jn	jn
Paid or donated advertising	jn	jn	jn	jn
Information on website	jn	jn	jn	jn
Material to employees	jn	jn	jn	jn
Material to customers	jn	jn	jn	jn
Material to adult students	jn	jn	jn	jn
Material to youth	jn	jn	jn	jn
Material to tax sites	jn	jn	jn	jn
Material to community at-large	jn	jn	jn	jn
Hosted community events	jn	jn	jn	jn
Participated in community events	jn	jn	jn	jn
1-on-1 financial counseling	jn	jn	jn	jn
Financial education workshops	jn	jn	jn	jn

(if Other, please specify type)

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## 5. Your Promotional Materials

\* 10. Tell us about your promotional materials. How many of each of the items listed below did you distribute?

	0	1-49	50-99	100-199	200-499	500-999	1,000+
America Saves design posters	jn	jn	jn	jn	jn	jn	jn
America Saves design flyers	jn	jn	jn	jn	jn	jn	jn
America Saves design stuffers	jn	jn	jn	jn	jn	jn	jn
Military Saves materials	jn	jn	jn	jn	jn	jn	jn
Youth Saves materials	jn	jn	jn	jn	jn	jn	jn
Black America Saves materials	jn	jn	jn	jn	jn	jn	jn
Other design posters	jn	jn	jn	jn	jn	jn	jn
Other design flyers	jn	jn	jn	jn	jn	jn	jn
Other design stuffers	jn	jn	jn	jn	jn	jn	jn

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## 6. Your Audience Reach

\* 11. Tell us about your audience reach. What is your best guess of how many people you reached with each of the following methods?

	0	1-49	50-99	100-499	500-999	1,000-4,999	5,000-9,999	10,000+
Marketing posters, flyers, etc.	jn	jn	jn	jn	jn	jn	jn	jn
Website	jn	jn	jn	jn	jn	jn	jn	jn
Postal mailings	jn	jn	jn	jn	jn	jn	jn	jn
E-mails	jn	jn	jn	jn	jn	jn	jn	jn
Ads, PSAs, media appearances	jn	jn	jn	jn	jn	jn	jn	jn
Tax site outreach	jn	jn	jn	jn	jn	jn	jn	jn
Events	jn	jn	jn	jn	jn	jn	jn	jn

## 7. Supplemental Questions

We have a few additional questions for some types of organizations.

\* 12. Please categorize your organization:

- Cooperative Extension
- Financial institution
- Retirement plan sponsor
- None of the above (skip to end)

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## 8. Cooperative Extension reporting

The questions on this page meet reporting requirements for Cooperative Extension agencies.

\* 13. Please summarize participant activity (using numbers only with no \$ or commas):

Number of participants who increased their knowledge of personal savings

Number of participants who set a savings goal

Total amount of monthly savings pledged in dollars

Total number of months of savings pledged

14. Please share America Saves Week 2010 program highlights:

15. Please share America Saves Week 2010 success stories:

16. Is there anything else you can share about your work with America Saves Week 2010?

## 9. Financial Institution reporting

This page gives us additional information about America Saves Week 2010 activities at banks, credit unions, and other financial institutions.

\* 17. Which of the following savings incentives did you offer? (select all that apply)

- Gifts or matches for opening accounts
- Gifts or matches for adding to accounts
- No-fee or special fee accounts
- Special interest rates for accounts
- Prizes or drawings
- Financial seminars
- None of the above

\* 18. How would you describe account activity during America Saves Week 2010? (select all that apply)

- Higher than normal inquiries about savings accounts
- Higher than normal number of savings accounts opened
- Higher than normal level of savings deposits
- Higher than normal inquiries about checking accounts
- No noticeable change from normal activity
- We are not able to determine this information
- We prefer not to provide this information

## 10. Plan Sponsor reporting

This page gives us additional information about the involvement of plan sponsors in America Saves Week 2010.

[ASEC to provide questions]

## 11. Report Finished

You have finished your America Saves Week 2010 report.

Thank you for your work this year and for taking the time to share it!