

# THE EARN STARTER SAVINGS PROGRAM

## ENCOURAGING SAVINGS AND FINANCIAL SECURITY

---

### Why the Program Works

1. **MORE THAN HALF OF ALL AMERICANS NEED HELP.** In 2013, almost 82 million Americans, or 52% of wage earners, made less than \$30,000 a year. That's more than twice the total population of California.
2. **LOW-INCOME WORKERS STRUGGLE TO SAVE.** For individuals earning less than \$30,000 a year, the majority (60%) aren't using any savings products – this means that many don't have the savings they need in the short term like an unforeseen emergency, the mid-term such as sending their kids to college, or the long-term such as retirement.
3. **LOW-INCOME FAMILIES NEED A SAVINGS PRODUCT THAT MEETS THEIR NEEDS AND JUMPSTARTS SAVINGS BEHAVIOR.** There are no goal-based savings products on the market that build short term savings behavior.
4. **EARN'S STARTER SAVINGS PROGRAM FILLS THE GAP.** EARN's savings program meets Savers where they are. Our online product incentivizes saving by rewarding Savers for making a \$20 minimum and consecutive monthly deposits. By focusing on small and quick wins, we build a savings habit.
5. **THE STARTER SAVINGS PROGRAM WORKS.** We know the ingredients to create a successful Saver. They are: achievable goals + rewards for saving + financial education. 72% of the Savers in our Starter Savings Program Alpha hit their monthly account goal four or more times.
6. **SHORT TERM SAVINGS HAVE LONG TERM BENEFITS.** With EARN, Savers develop a lifelong habit of saving that leads to improved financial security and upward mobility. After completing our program, Savers can weather financial storms, plan for the future, budget finances and build confidence. After incentives end, 80% of our Savers continue to save.
7. **THE STARTER SAVINGS PROGRAM IS SCALABLE.** Because of the program's simplicity and accessibility, we can offer the savings platform nationwide. Savers anywhere can open an account by linking a current savings account at a bank of their choice.
8. **SIX MONTHS IS ALL WE NEED TO JUMPSTART SAVINGS BEHAVIOR.** Our product focuses on quick wins to build the confidence needed to learn critical savings behavior. The six-month duration and \$20 minimum balance are achievable for our Savers.
9. **THE STARTER SAVINGS PROGRAM IS THE FIRST STEP.** The program is the first step in a long savings journey. After completing our programs, Savers have the know-how and confidence to achieve more ambitious savings goals, like buying a house or saving for retirement.

**For additional questions, contact:** Audrey Gyr, EARN, [audrey@earn.org](mailto:audrey@earn.org) 415-217-3666

