



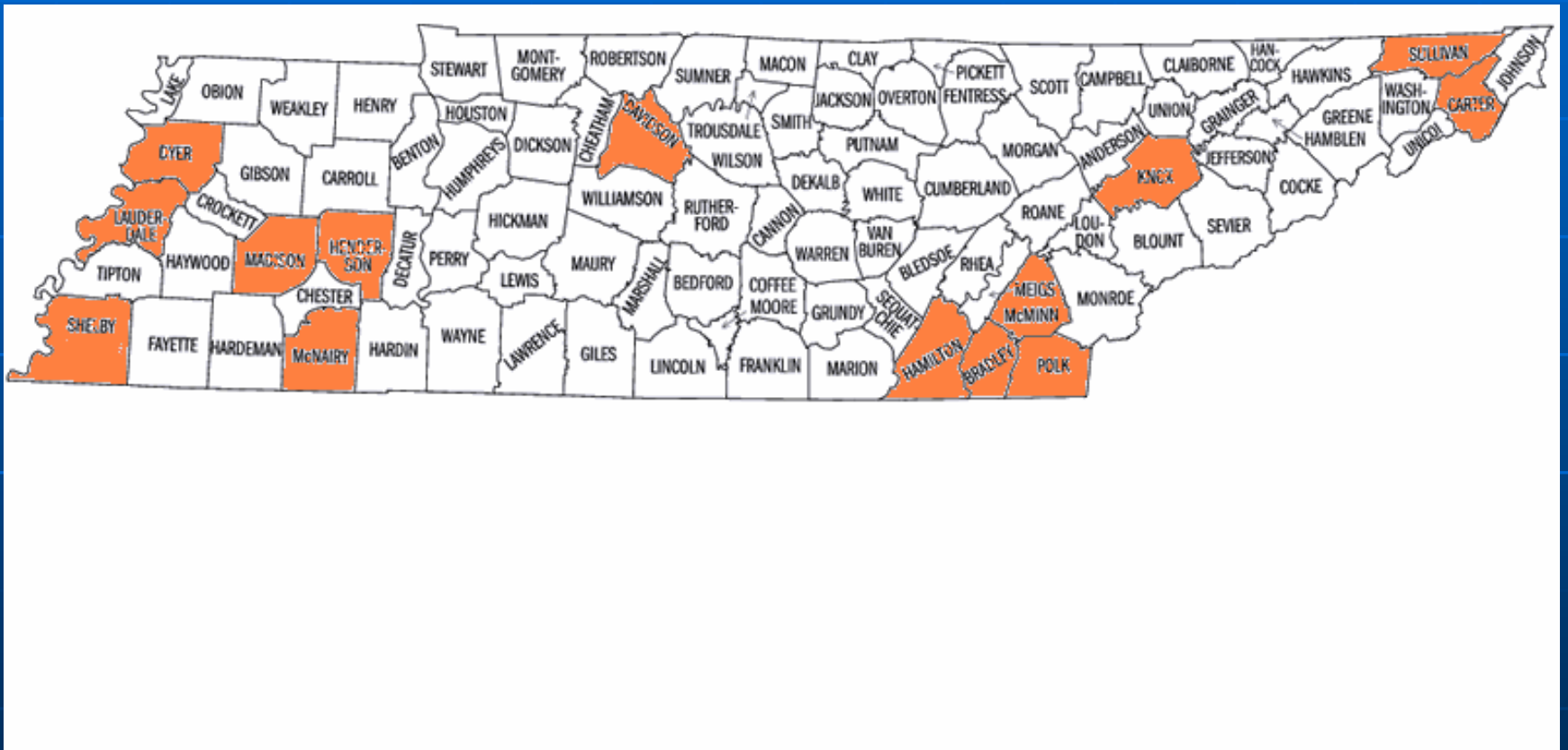
Tennessee Saves

Coalition Building

Proposed Objectives

- Implement the Tennessee Saves campaign
- Promote and increase savings among Tennessee consumers
- Identify resources for educating and motivating consumers to save

Coalitions Across Tennessee



Educational Components for Youth & Adult

- Basic financial management
- Credit education
- Affordable housing
- Home ownership
- Emergency savings
- Building wealth
- Consumer fraud
- Investments
- Retirement planning
- Estate planning

Partners

UT Extension

Tennessee Credit Union League

Tennessee Bankers Association

Tennessee Housing Development Agency

Federal Reserve Bank

Consumer Credit Counseling Service

Jump\$tart Coalition

Federal Deposit Insurance Corporation

Home Federal Bank

**Tennessee
Department
of Financial Institutions**

Tennessee
Department
of Commerce & Insurance

Local financial institutions

Local housing agencies

**Where do
we go from here?**



Tasks for Getting a Campaign Started

- Recruit local partners from financial institutions
- Identify savings products at each institution
- Recruit and train motivational speakers
- Recruit and train wealth building coaches

Our Plans