



Serving Schools Since 1980

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SCHOOL SAVINGS NEWS

Fall 2010 Registration Contests!

Coordinators “in the know” will attest that Incentives for School Savings programs can be of utmost importance.

That’s why this school year, SCHOOLSAVINGS.COM will be promoting incentives and contests like never before to congratulate higher participation from Parents, Students and Volunteers.

Parent Registration Contest

Each time Parents register their child and his/her account online at SCHOOLSAVINGS.COM, your program will be entered to win a \$50 Holiday Party sponsored by Save For America . [Go to page 2 to learn how and why Parents should register \(or link to their students\)](#) on the school banking system.

GAINING INTEREST – IN THE NEW\$

Coordinator wins PEP award! Congratulations to dedicated Program Coordinator Kathryn Love. The Tennessee Bankers Association honored her this Spring for her outstanding efforts. You

Student Registration Contest

Undoubtedly, new student enrollments are important! So, thru Oct. 31st, each NEW student enrolled will enter your program in a national drawing for an *Ultimate Treasure Chest* by Smilemakers.com.



Coordinator Cheryl Meyers and SuperSaver at Nebraska Partner Geneva State Bank!

FUNDRAISING Added

School Savings also delivers fundraising. In cooperation with local business partners, your schools can raise funds for improved student incentives, exciting contests or new school supplies. To Learn about the **Support our School and Receipt Sponsorship** programs, sign up for our FREE Webinar Aug 19th at 11AM PST/ 2PM EST. Simply RSVP to support@schoolsavings.com .

Important Dates:

| | |
|-----------------------------------|-----------------------|
| Free Training Webinars | Aug. 17-19 |
| Banking Opens: | Sept. 1st |
| Parent Registration Contest Ends | Oct. 31 st |
| Student Registration Contest Ends | Oct. 31 st |

DON'T MISS:
FREE Aug. and Sept. WEBINARS
2 Sign up- Please Email: “support@schoolsavings.com”

Start My School

1. Download Presentation Kit
2. Click *Get My School Started* to register the school
3. Parents (Or Vols.) Register Students
4. Start Banking!

Did you Know?

- Webinars are FREE!
- Avg. Deposit last year: **\$6.87**

Continued: Coordinator wins PEP Award

Quoting the *Knoxville News Sentinel*:

"Kathryn Love with Citizens Bank has received the Outstanding PEP Banker award from the Tennessee Bankers Association at its annual Personal Economics Program Leadership Convention. She also received Top PEP Banker for East Tennessee, Golden PEP Banker Award and certificates of achievement

and recognition. Citizens Bank of New Tazewell received a Certificate of Outstanding Bank Participation at the event.



Below: Kathryn Presents a Super Saver Award, May 2010.



New School? Click below to get your [School Participation Form](#)

Top 5 reasons Parents should Register / Link to Students Online

We all agree getting parents involved in School Savings is good for kids and sponsors too so **here are five reasons parents should register:**

1. To receive a student deposit confirmation email for their child's school deposits and to see their child's deposit history
2. To be eligible for contests with cash and fun prizes
3. To use the online Savings

Register and Goal setting application

4. Parent Registration saves Coordinators and Volunteers from having to enter all the Family Information

5. Parent Registration is the most secure registration option as no personal data is transferred via mail or lost on the way to school.

COMING SOON— School Savings discount coupons for staples such as blue jeans, groceries, sneakers and T-shirts.



Does my Institution qualify for CRA Credit?

You probably know that Sponsoring School Savings can earn CRA Credit. But did you know that schools can fluctuate from year to year above and below the line to qualify for CRA Credit? If your school is above 40% 'free and reduced'

(subsidized) lunch students, it is likely that you can qualify for CRA Credit. But, a school that was 35% subsidized a couple years ago, may now be above 40%, or vice versa. To check on your school's status or to search for schools in your

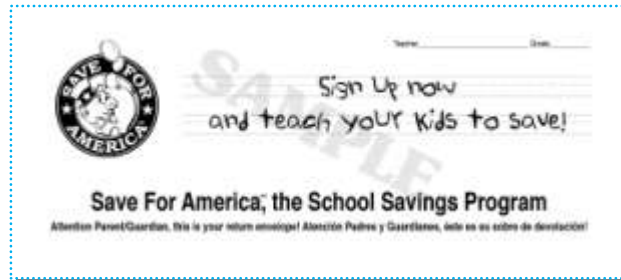
market that DO QUALIFY, try www.greatschools.com. Find your school and look under 'Test Scores and Stats' for information about the school's Students. If the Ads on this site are too much (I hear ya) try your state's Department of Education (or Office of Public Instruction).

FREE Return Envelopes!

If you are planning to ask families to register OFFLINE this fall, you'll need our #10 Return Envelopes! These brochure-sized envelopes can be included with the SFA Parent Flyer (or your own Account Application) to enclose the return information on its way back to you. The Envelopes are included with payment of your fees and orders can be e-mailed to.....

support@schoolsavings.com

Take Kathryn Love's advice and start making up those take home packets for back to School early!



Welcome Schools:

Aberdeen Middle Sch.
Apostolic Assembly
Ft. Salonga Elem.
Francis E. Korn Sch.
Jacob Beidler Elem.
Kincaid Elementary
Knolls Vista Elem.
North Stoning
Christian Academy
Oakwood Elementary
Pioneer Elementary

How Can I Promote Statement Use and Save Money?

Printed School Savings Registers are expensive and frequently get lost or are not used at all. Why not encourage parents and students to use the new online Savings Register? Whether the statements are monthly or quarterly, statements and their stocking stuffers will be reviewed. Why? Because the online Savings Register requires information from the

statement!

The new online School Savings Register is easy to use and fun for kids. Take 2 minutes and try it at www.schoolsavings.com. Learn how during our Webinar Aug 18th or use the DEMO.

2010 Websaver® Training DEMO
login: demovol@schoolsavings.com
password: <Pls. call 888-787-7728>.



Figure 1: Screenshot of Websaver's Online Savings Register.

Creative Coordinator "Packs 'Em In"

Last school year, Kate Polucha of Milford, MA created a few new incentive ideas to reward and grow her number of School Savers. She must have done something right because **participation has jumped to 119 kids**....all at one school! Milford Federal Savings

became a SFA Partner in 2007 and quickly excelled in financial literacy. Some of Ms. Polucha's most successful incentives have included a **SFA Piggy Logo backpack** with the words: "Student Banker" imprinted and an end of the year Sundae Party. She writes:

"The **Fruit Sundae Party** is actually a requirement of the school due to the Principal's healthy food requirements. We cut up tons of fruit and serve it on top of Fat Free frozen yogurt. We do manage to sneak some whipped cream and colored sprinkles on there". Photo: Page 4

"The backpack looks great and the kids LOVED them!"
--MA Coordinator,
Kate Polucha

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About SchoolSavings.com In the early 1980s we created the first computerized version of school savings using MS-Dos and Apple IIe computers. In 1985 school savings was approved as a national education model by the U.S. Department of Education. It is still the only school banking program to have received this recognition.

In 1995 school savings became "schoolsavings.com" by accepting its first deposits online. Today hundreds of thousands of students make deposits at school using "schoolsavings.com" technology. Millions of young Americans still benefit from the early savings lessons and banking habits they established as school savers.



Above: Milford, MA Coordinators dollop fresh fruit toppings on students' yoghurt sundaes; June 2010

It's Cool to Save at School™



"The bitterness of poor quality remains long after the sweetness of low price is forgotten."

Back to School Reminders

With school banking just around the corner, here are some reminders to make First Deposit Day a breeze!

1. Check with the school or last year's volunteer coordinator for a list of new volunteers.
2. Send new volunteers a warm "Invite" stressing the importance of individual, secure login credentials. Sharing passwords is not permitted.
3. Remind returning volunteers who may not remember their password to go to the website, click the "login" link and then **click**

the "Forgot Password" link below the login box.

4. Student incentive points will be reset to zero for all students.

5. Review the FAQs under the TOOLS tab after login for reminders on how to do the following tasks:

- **Change Grades and Teacher Groups**
- **Change Schools**
- **Move students to another grade or teacher**
- **Change password**

6. For a 15% discount on Smilemakers incentives use this link:

<http://www.smilemakers.com/Smilemakers/assets/html/saveforamerica.asp>

7. National Contest Prizes will be announced on student receipts when banking begins!