



ready.save.grow.

Ready.Save.Grow. Helps People Save for the Future—Today

Treasury savings options are affordable, safe and convenient

Many people want to set money aside for major financial goals—like securing a comfortable retirement, sending a child to college or buying a home—but find it difficult to commit to long-term saving. People often think they can't afford to save or that managing their savings will be too complicated or time-intensive.

By partnering together, we can help those you serve see how easy it can be to save for tomorrow—today. The U.S. Department of the Treasury's **Ready.Save.Grow.** campaign provides free resources you can share with community members about Treasury savings options, like U.S. Savings Bonds or other Treasury securities. These savings options can help people overcome common barriers to saving, because they are:

- **Affordable.** You don't need a lot of money to start saving. You can buy a U.S. Savings Bond for just \$25 and other Treasury securities for \$100—and there are no fees.
- **Safe.** Treasury securities are trusted savings options that protect the original principal. In addition, you can safely buy and manage Treasury securities online through TreasuryDirect—the Treasury Department's secure, online system.
- **Convenient.** You can buy and manage Treasury securities online, 24/7.

Changes to U.S. Savings Bonds

For more than 75 years, savings bonds have been an important part of financial plans. Today, tens of millions hold \$180 billion in savings bonds.

You may be aware that paper savings bonds are no longer available, but digital savings bonds can still be conveniently purchased online through TreasuryDirect. With no fees, a proven track record and an affordable minimum purchase of \$25, savings bonds remain a great savings option.

Ready.Save.Grow. provides helpful information about buying digital Treasury securities, including free guides that explain how to:

- Establish a TreasuryDirect account
- Purchase savings bonds as gifts
- Convert paper saving bonds to digital bonds
- Use direct deposit to purchase savings bonds and other Treasury securities through TreasuryDirect Payroll Savings

How You Can Help Community Members Save

As a trusted resource in your community, you can pave the way for people to grow their future savings. Here's how:

- ✓ **Brief your staff.** Inform them how Treasury securities can help people save and point them to the free, downloadable materials available from the **Ready.Save.Grow.** campaign.
- ✓ **Spread the word through your communications channels.** Share information about affordable, safe and convenient Treasury savings options. Link to the **Ready.Save.Grow.** website—www.treasurydirect.gov/readysavegrow—in your organization's newsletters, e-mails, social media channels and website.
- ✓ **Share materials.** Hand out brochures and "how to" tip sheets at your facility or other events.

Download Free Materials

The **Ready.Save.Grow.** website offers free materials you can easily download and share with the people you serve. These include:

- **Sample newsletter article:** Include this content in your organization's newsletter articles, e-mails or website.
- **Flier:** Hand these out at events and conferences or make them available at your facility to provide information about savings opportunities.
- **Frequently asked questions (FAQ):** Share with your staff to help them answer common questions.
- **Web banners:** Place these banners on your website to direct people to the **Ready.Save.Grow.** website.
- **Social media tips and messages:** Use social media to encourage savings, share news about **Ready.Save.Grow.** and provide information on Treasury securities.
- **PowerPoint:** Incorporate this presentation into interviews, speeches and conversations in your community.
- **TreasuryDirect "how to" tip sheets:** Share these step-by-step guides to establishing a TreasuryDirect account, purchasing savings bonds as gifts, and setting up an automatic direct deposit to purchase Treasury securities each pay period.

To download these materials, visit www.treasurydirect.gov/readysavegrow.

For More Information

Visit the Treasury Department's **Ready.Save.Grow.** website—www.treasurydirect.gov/readysavegrow—for more information about Treasury savings options, TreasuryDirect, and other news and updates. Also, follow **Ready.Save.Grow.** on Twitter @ReadySaveGrow.

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