



OFFICE OF THE CHAIRMAN OF THE JOINT CHIEFS OF STAFF

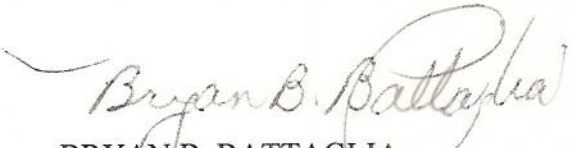
WASHINGTON, DC 20318-9999

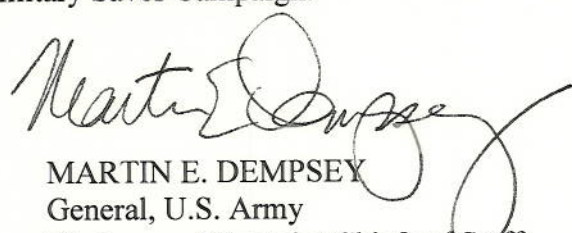
25 October 2013

MEMORANDUM FOR CHIEFS OF THE MILITARY SERVICES
COMMANDERS OF THE COMBATANT COMMANDS
SENIOR ENLISTED ADVISORS OF THE MILITARY SERVICES
SENIOR ENLISTED ADVISORS OF THE
COMBATANT COMMANDS

SUBJECT: 2014 Military Saves Campaign

1. To kick off the 2014 Military Saves Campaign, the Department of Defense has designated 24 February through 1 March 2014 as Military Saves Week. As part of the larger nationwide America Saves Campaign, Military Saves is conducted in cooperation with the Consumer Federation of America, one of the Department of Defense's official financial readiness nonprofit partners.
2. While the Military Saves Campaign is a year-long effort, Military Saves Week is an opportunity for our military community to come together with Federal, state, and local resources including military banks and credit unions to focus on the financial readiness of military members and their families to help them reduce debt and save for the future. These efforts are key to maintaining financial fitness and personal readiness.
3. The Military Saves Campaign is a total force, command-level program. It provides an opportunity for leaders at all levels of all components to motivate and educate Service members and families. We ask each Service to commit to focusing on a goal of financial growth among our military families. The America Saves slogan, "Start Small, Think Big," is shared by Military Saves and promotes the long-term benefits of saving a little each month.
4. Engaging our military spouses is important as they play a vital role in maintaining financial discipline and stability within a military family. Furthermore, by learning good financial habits early in life, our children will strengthen their financial fitness for the future. Please sponsor financial awareness events where practical within your commands, encourage your personnel to access www.militarysaves.org and take the "Saver Pledge," and support the 2014 theme, "Set a Goal, Make a Plan, Save Automatically."
5. We wish you great success for the 2014 Military Saves Campaign.


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Senior Enlisted Advisor to the Chairman
of the Joint Chiefs of Staff


MARTIN E. DEMPSEY
General, U.S. Army
Chairman of the Joint Chiefs of Staff

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