

# Introducing

## 2022 Latina Retirement Savings Project

**The Latina Retirement Savings Project** is a collaboration between the Women's Institute for a Secure Retirement (WISER) and MANA – A National Latina Organization, with funding from the CUNA Foundation. The goal of the project is to promote a savings habit for low/moderate income Latina women while developing achievable savings goals through the use of low-cost saving options.

The project also incorporates a financial education component to help Latinas understand the barriers they face when saving and how to overcome challenges such as:

- ☼ Longevity: Latinas have the highest life expectancy of any other demographic in the US (88 years).
  - Living longer places Latinas at a higher risk of outliving their assets
  - Potentially living in poverty later in life (nearly 20% of Latinas age 65 years and older live below the federal poverty level).
- ☼ Low earnings
- ☼ A lack of savings
- ☼ Pay Inequity
  - Latinas earn \$.58 for every dollar white men earn. This equates up to a loss of more than \$600,000 over a career.

*The goal of the project is to promote a savings habit for working Latina women, while developing achievable savings goals through the use of low-cost saving options.*

Understanding how to plan for retirement and save for short-term goals can help ease financial burdens Latinas may face and utilizing a low-cost savings tool provides participants with access to a savings plan.

WISER and MANA have partnered with community organizations with strong ties to the Latina population. Through these partnerships the Latina Savers Project provides culturally specific workshops that provide the best environment to promote and encourage saving among Latina women. WISER and MANA provide savers with a match each month they save at least a minimum amount for six months. As an added bonus for Latina Retirement Saving Project participants, WISER and MANA will provide a bonus at the end of nine months.

We hope, at the end of the project, participants will have a better understanding of how and why they should save and feel encouraged to save more to meet their short and long-term savings goals.

### Project Details:

The Latina Retirement Savings Project first demonstration project partnered with Latinas in:

- ☼ Albuquerque, New Mexico      ☼ Baytown, Texas      ☼ El Centro, California
- ☼ Dallas/Fort Worth, Texas      ☼ Topeka, Kansas      ☼ Santa Fe, New Mexico

Participants in the project create savings accounts in order to build short-term savings. The participants' savings are matched up to six months of participation. Accompanying the program are financial workshops culturally specific to Latinas, focused on the importance of saving and advice on how to start saving.



**For more information please feel free to contact WISER and/or MANA**



# THE LATINA SAVINGS PROJECT

## Project Toolkit

- ✚ Letter of engagement for partners or chapters
- ✚ Expectations for Host Site
- ✚ Letter of engagement for banking/credit union partner
- ✚ Site and date selection
- ✚ Sample Flyers
- ✚ RSVP info (event eventbrite, phone)
- ✚ Sample social media posts
- ✚ Sample event agenda
- ✚ Project Deliverables Timeline
- ✚ Sample Media Advisory
- ✚ Choosing a Panelist or Speaker
- ✚ Staffing Your Workshop
- ✚ Handouts
- ✚ Pre and Post Workshop Surveys

# THE LATINA SAVINGS PROJECT

## Letter of Engagement for Partners or Chapters

Dear <Partner>,

We are excited to share a new opportunity to conduct a Latina Savings Project in <geographic area>. In partnership with the Women's Institute for a Secure Retirement, we aim to help Latinas begin saving for retirement using a low barrier to entry credit union savings account. We hope you can partner with us to provide this important financial literacy program to our community.

As part of the project, we will be conducting some financial literacy workshops, in the hopes of reaching a total of XX women in each <area> and getting a select number from each site to commit to a six to nine-month savings project.

**Synopsis:** This program exists to not only educate Latinas about the importance of financial literacy and saving for retirement but giving women a tool to help them begin saving immediately. We are testing for several things: 1) the effectiveness of partnering with a local credit union or bank to provide an accessible saving tool; 2) how financial literacy and learning about benefits of saving such as the Saver Tax Credit impact their willingness to save; and 3) are they able to save money over the course of six to nine months. Of the women we hope to educate, we are hoping that a select number will agree to sign up for the savings project and let us ask them some questions about their savings habits over the course of the six to nine-month period. All participants will be asked to fill out one short survey about their financial literacy knowledge prior to the workshop, as well as questions about their motivations and barriers to saving. Our hope is that with sound financial education, an easy to use tool, and ongoing support and information from WISER, that women will have the tools necessary to make changes in their lifestyles to save for retirement.

**What demographic are we looking for?** While we would like to over sample on Latinas, we know that many families make financial decisions as a household, so we fully expect to invite and have adults of any age and gender attend.

I'm happy to set up a call any time to go through details. I have attached a sample schedule of events, so you can see how the workshop would flow. Below, you can also find the request we would be making of the Host site/group and what we will be able to provide, along with WISER.

Sincerely,

# THE LATINA SAVINGS PROJECT

## Expectations for Host Site

**Host Site/Group is being asked to accomplish the following:**

1. Outreach to Latina Communities -utilize local outreach networks to recruit participants and/or families to attend financial literacy workshops focused on retirement savings.
2. Identify Meeting Locations, Dates, Logistical Needs for one (1) community educational meeting for the Project.
3. Coordinate with Community Partners to ensure maximum community participation.
4. Execute a local Communication Plan, including Social Media and traditional outreach to the community.
5. Provide 3-4 Volunteers to help with set-up and clean-up of event space, as needed, as well as to handle Registration at the event.
6. The Host Group has the option to add speakers with short remarks to the workshop agenda, as needed. This may include Group President/Leadership introduction and welcome, Sponsor or Community Partner remarks, or other similar speakers. This will be confirmed and agreed to with WISER and MANA National in advance of the event.

**WISER and MANA National will provide the following:**

1. Develop a comprehensive Communication Plan, including Social Media Guide and Timeline. This will include samples and templates for:
  - Press Releases
  - Social Media Content
  - Event Flyers
  - Graphics
  - Media Kits
  - Opinion Editorials
2. WISER and MANA National will provide all speakers, workshop materials, handouts, presentations, audio visual equipment (projector and laptop), handouts and other items needed to successfully execute a financial literacy workshop. Workshops will be provided at no cost to the participants.
3. Will make available registration forms and sign up options for financial literacy workshops to gauge audience participation.

4. Will work with local credit union to provide capabilities for Project participants to sign up for savings challenge as applicable.
5. WISER and MANA National will pay for or reimburse Host Group for project related expenses, which may include location rental fees, refreshments, additional audio-visual needs (such as microphone and speakers).
6. Maintain ongoing contact with Project participants who agree to savings challenge to collect data and track progress over the course of the study.

We are very excited about this project and have had some wonderful successes in other project sites. If you have suggestions to help us identify a local credit union that we can partner with on the project locally, we would appreciate that information and a contact, if possible. When you are ready, we can schedule a call and include any members of your local leadership or membership to join us to discuss this exciting project.



# THE LATINA SAVINGS PROJECT

## Letter of Engagement for Banking/Credit Union Partner

**Dear Madam or Sir:**

We are reaching out to you about the financial literacy workshop we are doing in the local community. We are very excited about this project and hope we can work with \_\_\_\_\_ Credit Union. *MANA National* has partnered with the Women's Institute for a Secure Retirement (WISER) on a Savings Project for Latinas/Hispanic women. WISER has worked for more than 20 years to educate Latinas nationwide on the importance of financial literacy and saving for retirement, but this project goes further to actually move women to begin saving immediately. This project has had wonderful success with this model in Albuquerque, Santa Fe, and several counties in Northern New Mexico, as well as in Topeka, Kansas, and Ft. Worth and Baytown, Texas.

We would like to invite representatives from \_\_\_\_\_ Credit Union to join us for the workshop and to sign interested participants up for a savings account.

Our event will take place:

**Venue:**

**Address:**

**Date:**

**Time:**

**Synopsis:** This program aims to not only educate Latinas about the importance of financial literacy and saving for retirement, but giving women a tool to help them begin saving immediately. We are testing how financial literacy and learning about benefits of saving such as the Saver Tax Credit impact their willingness to save; and are they able to save money over the course of 6 months. All participants will be asked to fill out one short survey about their financial literacy knowledge prior to the workshop, as well as questions about their motivations and barriers to saving. Our hope is that with sound financial education, an easy to use tool, and ongoing support and information from WISER, that women will have the tools necessary to make changes in their lifestyles to save for retirement. We want participants to take the next step past receiving financial literacy education and actually open an account to save (pending the credit union approval process, of course).



**Demographic:** We know that many Hispanic families make financial decisions as a household, so we fully expect to invite and have adults of any age and gender attend.

Below is a sample agenda, but generally, we are able to complete the program in an hour and a half. We just allow two hours in case questions or comments run long, which happens sometimes.

<b>5:00pm</b>	Host Committee Arrives. Room and A/V Set Up. Speakers Arrive.
<b>5:30pm</b>	Participants arrive. Registration/Sign In. Refreshments served.
<b>5:45pm</b>	Host Committee Member will give welcome, acknowledgements, and introduce Trainer(s), Credit Union representatives, and any special guests.
<b>5:50pm</b>	Part I: Trainer will give Overview and Introduction of Latina Savings Project. This includes a presentation on the importance retirement for families, statistics on Latinas and retirement, issues individuals encounter when trying to save Participants will be asked to fill out pre-event survey.
<b>6:15pm</b>	Part II: Trainer will provide Financial Literacy educational information on how to save for short-term goals and plan for long-term financial goals such as homeownership, options to help mitigate financial burdens Latinas may face, and options for low-cost savings tools to provide participants with access to a savings plan. Audience Q&A will be open for the session, so that participants may ask questions as the discussion progresses.
<b>6:30pm</b>	Part III: Discussion will transition to engaging participants to participate in 6 month challenge to save. Credit Union Representative will be asked to join the conversation to answer any questions about specific savings plan options or any other questions participants may have.
<b>6:45pm</b>	Part IV: Credit Union will have forms available to help participants open new savings accounts and provide additional information with one-on-one consultations on-site.
<b>7:00pm</b>	Trainer will formally close the program, thank all of the participants, speakers and partners. Participants will be asked to fill out post-event survey.
<b>7:30pm</b>	Event ends.

We certainly hope to have \_\_\_\_\_ Credit Union representatives join us. You will also find attached a one-page description of our project, and the flyer for the upcoming event. Please let me know if you have any questions or need additional information.

Best regards,



# THE LATINA SAVINGS PROJECT

## Site and Date Selections

- + Begin the planning process 6-8 weeks in advance of workshop date
- + Consult your community partners and banking/credit union partners to select dates and centralized community location
- + Take into account the work/life schedules of the community you serve
- + Consider offering child care
- + Consider language accessibility
- + Consider who will monitor RSVP info (email, eventbrite, google form, phone)
- + Consider availability of volunteers
- + Consider community calendar of events, i.e. School start/end, holidays, community celebrations



## Choosing a Date & Time

Choose a date and time that will work for your intended audience. Avoid conflict with holidays, especially three-day weekends and religious holidays of all of the faiths represented in your community. Find out about other major local celebrations or other heavily publicized events sponsored by other organizations, such as a local charity annual marathon.

Half-day events usually draw more people when they are held in the morning.

When you set the starting time, think through the availability of parking and public transportation for that time and day.

## CHOOSING A LOCATION

Some ideas of where to look for a free room for the workshop include: community colleges, public libraries, schools, churches, clubhouses, government buildings, YWCAs, YMCAs, fraternal organizations, hotels, conference centers, financial institutions and large corporations. Keep in mind when looking for a location, that it is near safe, cheap, convenient parking, and access to public transportation.

You will need a meeting room that will be comfortable for audience and speakers: comfortable seating, good climate control, and good acoustics, with or without microphones. Check the position of the podium or raised dais to be certain it is easy for the speakers to access. Check that members of the audience are able to clearly see and hear the presentation/speaker. Arrange for any equipment the speakers need, such as an overhead projector, a flip chart or microphone.

The workshop location should be wheelchair accessible, including the restrooms. If you are expecting an older audience, try to limit the number of stairs to the meeting room and to the restroom. Because the audience will be primarily women, the women's restroom should be conveniently located.

If you are offering childcare during the workshop, you will need an extra room next or located close to the workshop. Additionally, you will need to find a volunteer to supervise the children during the presentation. Remember to provide toys or arts/crafts for the childcare room.

If you are providing a meal at the workshop, the location will need have refrigeration and running water for catered or box lunch/dinner storage and preparation.

Door prizes help draw more people to the workshop. Some examples of door prizes include gift certificates to local restaurants/businesses. The door prizes can be raffled off at the end of presentation.



# Sample Flyer

**Savings Project**  
*for Latina and Native American Women*

**You're Invited!**

**Learn How to Save, Protect Your Future,  
Plan for Your Family's Financial Security**

**Who:** All individuals and families interested in saving  
**What:** Savings and Financial Education Workshop  
**When:** Tuesday, March 19, 2019, 12:00PM–2:00PM  
**Where:** New Mexico Highlands University  
8th Street & National Avenue  
Las Vegas, NM 87701  
Student Union Building SUB321

**For More Information and To Register**  
email: [president@manadelnortenm.org](mailto:president@manadelnortenm.org)  
visit: [www.manadelnortenm.org](http://www.manadelnortenm.org)  
call: 505-231-9760

**Lunch Provided**

**Door Prizes**





# THE LATINA SAVINGS PROJECT

## RSVP Information

You will see that the flyers have three options for registration:

1. **Online** – Eventbrite is a free online registration tool to easily set up a branded registration form for each event. The tool keeps track of registrations, sends reminders to register, and provides a calendar invite to save the date on a registrant's personal calendar. You can also use Google Form, Punchbowl, or other online invitation format that works for you.
2. **Phone** – In consideration that some individuals may not have email or internet access, it is advisable to have someone available to answer calls regarding the workshop (as staffing or volunteer availability permits), or to set up a voicemail box with a local number for individuals to call in and leave a message, which will need to be monitored by a staff member or volunteer who can return any calls as needed.
3. **Email** – An email address should also provided for individuals to RSVP and ask any questions as needed.

The idea is to provide as many options for engagement so individuals feel they can participate in the way that best suits them and their available resources.

# THE LATINA SAVINGS PROJECT

## Sample Social Media

When you are ready to begin advertising for your workshops, approximately 4 weeks out, you can begin posting content on social media. The flyers are a great graphic to use to attract attention to your posts. Use pieces of the flyer to add a graphic to any given post – and not make them so repetitive. A few items to remember:

- ✚ Be sure to have to social media handles of your community partners and banking/credit union partners so you can tag them in your posts
- ✚ Share your social media plan with these partners so they can also post content to their accounts and engage their followers
- ✚ The more you tag each other, repost each other's posts, and like the content, the more it will be visible on social media
- ✚ You can create a hashtag, i.e. #LatinasSaveMN and encourage registrants to post on social media as well

### Sample Posts:

- ✚ June 24<sup>th</sup> – Join us to learn how to save, protect your future, plan for your family's financial future <insert registration link>  
#LatinasSaveMN @bankingpartner @wiserwomen @mananational
- ✚ We are excited to have national retirement experts from @wiserwomen join us on June 24<sup>th</sup>. RSVP to learn how to save for your future <insert registration link> #LatinasSaveMN @bankingpartner @mananational
- ✚ We are proud to partner with @bankingpartner and @wiserwomen to help #LatinasSaveMN – RSVP today <insert registration link>
- ✚ Are you looking for a way to save money and plan better for your financial future? Join us on June 24 with @bankingpartner & @wiserwomen to learn more. RSVP at <insert registration link> #LatinasSaveMN

## PUBLICITY/SOCIAL MEDIA AND MEDIA ADVISORY

It is very important to get the word out so that people will come to the workshop you have worked so hard to organize.

Publicity can be divided into phases:

- **First**, send letters to organizations that will place notices in their bulletins or newsletters. These may need to be sent about eight weeks before the workshop. *See Sample Letter included in this tab.*
- **Second**, visit organizations, such as the local library, day care center or community center, and ask to post a workshop flyer on their local notices bulletin board. Flyers can be posted up to two weeks prior to the workshop. *See Sample Workshop Flyer included in this tab.*
- **Third**, post workshop announcement on social media by using Twitter, Instagram, Linked In, and Facebook. Encourage your team to use their personal social media accounts to like, repost/retweet, and share with their own networks to maximize reach. Post on social media up to 2 weeks prior to the event, you can post more than once during the weeks prior to the event. *See Example Social Media Plan included in this tab.*
- **Fourth**, you can write a media advisory with a “Release Date” that is a week or so ahead of the workshop date. The press release can be sent to all of the print and broadcast media. *See Sample Media Advisory in included in this tab.*





# THE LATINA SAVINGS PROJECT

## Sample Agenda

- 4:30pm** Host Committee Arrives. Room and A/V Set Up.
- 5:00pm** Speakers Arrive.
- 5:30pm** Participants arrive. Registration/Sign In. Refreshments served.
- 5:45pm** Host Committee Member will give welcome, acknowledgements, and introduce Trainer(s).
- 5:50pm** Part I: Trainer will give Overview and Introduction of Latina Savings Project. This includes a presentation on the importance retirement for families, statistics on Latinas and retirement, issues individuals encounter when trying to save Participants will be asked to fill out pre-event survey.
- 6:15pm** Part II: Trainer will provide Financial Literacy educational information on how to save for short-term goals and plan for long-term financial goals such as homeownership, options to help mitigate financial burdens Latinas may face, and options for low-cost savings tools to provide participants with access to a savings plan. Audience Q&A will be open for the session, so that participants may ask questions as the discussion progresses.
- 6:30pm** Part III: Discussion will transition to engaging participants to participate in 6-9 month study to save and earn incentives for their saving habits. Credit union/banking partner will be asked to join the conversation to answer any questions about specific savings plan options or any other questions participants may have.
- 6:45pm** Part IV: Credit union will have forms available to help participants open new savings accounts and provide additional information with one-on-one consultations on-site.
- 7:00pm** Trainer will formally close the program, thank all of the participants, speakers and partners. Participants will be asked to fill out post-event survey.
- 7:30pm** Event ends.

# THE LATINA SAVINGS PROJECT

## Project Deliverables Timeline

### Planning Stage: 6-8 weeks Pre-Workshops

Tasks	Person Responsible	Activities/Outcomes	Notes
Begin Outreach Activities – Partner and Participant Recruitment			
Coordinate with Site Leaders to Identify Meeting Locations, Dates, Logistical Needs			
Participant/Event Recruitment			
Communication Plan/Social Media Guide and Timeline			
Event Dates Publicized and Coordinated with Community Partners			
Pre and Post Survey Instrument			



## Workshop Execution

Tasks	Person Responsible	Activities/Outcomes	Notes
Maintain Outreach/Social Media Activities			
Leaders at sites participate in training session			
Prep for Computer/Online Sign Up for Savings Platform			
Convene Latina Workshops			
Collect Participant Information, Documentation, Evaluation Forms			

## Post Workshop

Tasks	Person Responsible	Activities/Outcomes	Notes
Thank you letters to speakers, partners, sponsors, volunteers			
Share photos and post-event information through Social Media, Professional Networks, Press Contacts, Etc.			



# THE LATINA SAVINGS PROJECT

## Sample Media Advisory

### MEDIA ADVISORY

Date, Month, Year

**For more information contact:**

Contact Name, Organization

Contact Phone Number

Contact Email Address

**National Organizations, The Women's Institute for a Secure Retirement and MANA, A  
National Latina Organization (MANA)**

**City, State** - The Women's Institute for a Secure Retirement (WISER) and MANA, A National Latina Organization (MANA), have developed a Savings Project for Latina Women that is rolling out in **[City, State]**. This initiative is designed to help Latina women increase their financial capability and long-term financial security.

Join national financial literacy expert, **[Guest Speaker, Organization]** as she discusses the issues facing families today and how you can kickstart your savings plan!

**WHO: Women's Institute for a Secure Retirement**

**WHAT: Savings and Financial Education Workshop**

**WHEN: Date, Month, Year; Time/Duration of Event**

**WHERE: Name of Event Location**

**Address, City, State Zip Code**

All individuals and families interested in saving are invited to attend this free workshop. For more information and to register, email **[Event Contact Email Address]** or **[Event Contact Phone Number]**.

###

*The Women's Institute for a Secure Retirement (WISER) is dedicated to the education and advocacy that will improve long-term financial quality of life for women. As the only organization to focus exclusively*

*on the unique financial challenges that women face, WISER supports women's opportunities to secure adequate retirement income through research, workshops and partnerships.*

*Founded in 1974, MANA, A National Latina Organization (MANA) is a national grassroots membership organization with chapters, individual members and affiliates across the country. MANA represents the interests of Latina women, youth and families on issues that impact our communities.*

*Chapters and affiliates provide programming locally to educate and empower our communities nationwide. Our values are rooted in serving the community through leadership development, educational workshops, mentoring the next generation of leaders, and building the structures to support continued Latina success.*



# THE LATINA SAVINGS PROJECT

## CHOOSING A PANELIST OR SPEAKER

Don't feel like you have to do the event alone. Ideas for other speakers include:

- Representative from the partnering financial institution/Credit Union
- Trusted member from the local community
- Someone from Social Security Administration's local office - to talk about Social Security benefits
- Credit Counselor or someone to talk about how to reduce credit card debt

It can be a challenge to find a speaker who is able to address the unique problems faced by women of color in retirement *and* can tailor their remarks to fit the audience. For example, find a speaker that can provide accessible, actionable financial information to participants. Try finding a trusted member of the community that can deliver the curricula and tailor their remarks in easy-to-understand language to meet the local needs of the audience.

Once you have secured a speaker, send the speaker a confirmation letter with the workshop logistic information and focus of the workshop. You must meet with the speakers well before the workshop to train them on the focus and objectives of the workshop. Identify the points you want covered and from what perspective. Review with your guest speakers about the workshop's focus and reinforce this in your confirmation letter.

Do not offer to pay your experts for their time. This is a welcome opportunity for them to be a part of your workshop. Do offer to reimburse them for parking and provide lunch if the session extends through the noon hour.

Do not let the speakers (including yourself) spend the entire workshop speaking "at" participants. Participants should feel comfortable asking questions and making comments. This can be a valuable part of the workshop, and participants can learn a lot from each other's experiences. In addition, this lets you know that the participants understand and are involved in the workshop.

A local financial institution/credit union is key to the success of the workshop. To capitalize on the heightened motivation to adopt “financially health” behaviors, have an onsite financial institution/credit union representative address the workshop and provide guided assistance with account sign ups and to answer any questions about signing up for an account.



# THE LATINA SAVINGS PROJECT

## STAFFING YOUR WORKSHOP

For each workshop, in addition to speakers, you will need:

- \* Workshop Host
- \* Registrar(s)
- \* Program aide(s)
- \* Childcare Volunteer

**Workshop Host.** At the beginning of the program, the host will call the group to order, welcome them, and give practical information, such as where the restrooms are and when the breaks will be. Following the open remarks, she will introduce the speaker(s) with a short description of their expertise. Her job is to keep the speaker(s) on track, especially with respect to time. At the end of the day, she can close the workshop by thanking the speaker(s) and the participants for attending. *Please refer to the Event Agenda Example in this tab.*

**Registrar.** This volunteer will get to the workshop first, and very early. They set up the hand-out table, manage the distribution of hand out material, distribute/collect pre & post workshop surveys, check-in arrivals, , set up coffee and other refreshments (if provided), and make sure the room—including chairs, microphones, easels, and other equipment—is set up properly. In addition, they should be sure that the doors to the restrooms are unlocked, and that the heat or air-conditioning is working. They should also have extra supplies, such as scotch tape, push pins, paper, marker pens, ballpoint pens, rubber bands, paper clips, scissors and glue. *Please refer to the Latina Saving Project – Event Checklist in this tab.*

**Program aide(s)** This volunteer(s) will be in the workshop room, helping however they can. They assist the registrar in distributing and collecting pre and post workshop surveys, workshop material, writing on easels, running the audio-visual system, checking microphones, handing out materials, and generally trouble-shooting. A small workshop needs one program aide, a larger group may require two or three.

**Childcare Volunteer.** This volunteer will supervise children of the audience attendees. This volunteer will make sure toys or arts/crafts are provided. The childcare room needs to be next door or close proximity to the workshop room.

# Short-term Savings Accounts

## Why Latinas Need Long- and Short-Term Savings

Latinas earn \$.54 for every dollar white men earn. This adds up to a loss of



more than  
**\$600,000**  
over a  
career.

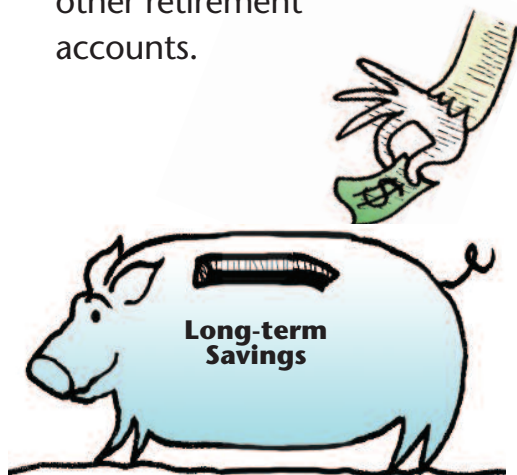
Latina women with advanced degrees, such as master's degrees, earn less on average (\$61,000) than White men with bachelor's degrees (\$75,000).

*Latinas with advanced degrees earn less on average than White men with bachelor's degrees.*

**Saving is important at any age.**  
**There are two ways to save (do both!):**

### 1 Long-Term: Retirement

Long-term saving is an ongoing form of saving, such as a 401(k), IRA or other retirement accounts.



### 2 Short-Term: Emergency Funds

Your short-term savings account is a small amount that is easy to access for life's emergencies that is kept in a safe location.

- ☑ Withdrawals are quick, easy, and without penalties
- ☑ Use for life's emergencies (medical bills, car repair, loss of job, etc.)
- ☑ Avoid credit card debt
- ☑ Try to accumulate 3-6 months worth of expenses





# THE LATINA SAVINGS PROJECT

You have taken an important step towards a more financially secure future.

Your participation will make the project stronger and ultimately help even more women and families achieve their savings goals. Please take a moment to answer the following questions. Your answers will be treated as confidential and will help us to improve the project.

## PRE-SESSION SURVEY

### 1. What best describes your monthly financial status?

- ☐ I always have enough income to pay my monthly bills.
- ☐ I sometimes have enough income to pay my monthly bills.
- ☐ I hardly ever have enough income to pay my monthly bills.
- ☐ I am not sure of my monthly financial status.

### 2. What is your main financial goal right now? (Check one)

- ☐ Save for a big expense (car, house, education, etc.)
- ☐ Pay down debt (mortgage, student loan, credit card debt)
- ☐ Short-term savings (emergency fund or rainy day fund, etc.)
- ☐ Long-term savings (retirement)
- ☐ Other (please describe): \_\_\_\_\_

### 3. Have you used a budget, spending plan, etc. to keep track of your income and spending during the past three months?

- ☐ Yes      ☐ No      ☐ Not sure

### 4. Have you ever used an app on your mobile phone for online banking, bill pay, savings?

- ☐ Yes      ☐ No      ☐ Not sure



**11. Do you anticipate any changes to your income over the next year? (Please select one)**

\_\_\_ Yes, I expect my income to increase.

\_\_\_ Yes, I expect my income to decrease.

\_\_\_ No, I expect my income to remain the same.

**12. Please place a check mark (✓) to indicate whether you think the following financial products/services are important or not important for you/your family to have.**

	Important	Not important	Not sure
Emergency fund	_____	_____	_____
Checking account at a bank or credit union	_____	_____	_____
Savings account at a bank or credit union	_____	_____	_____
Credit card	_____	_____	_____
Mortgage	_____	_____	_____
Rainy day fund	_____	_____	_____
Retirement Savings Account	_____	_____	_____
Life insurance	_____	_____	_____

**ABOUT YOU**

*The following questions are about you. Answering these questions is optional but your responses will help us to better evaluate and improve the project.*

**In what year were you born?** \_\_\_ \_\_\_ \_\_\_ \_\_\_

**What is your gender?**

\_\_\_ Female      \_\_\_ Male      \_\_\_ Transgender      \_\_\_ Prefer to self-describe: \_\_\_\_\_

\_\_\_ Prefer not to answer

**Which of the following best describes your race? (Select all that apply)**

☐ American Indian or Alaska Native

☐ White or Caucasian

☐ Asian

☐ Multi-racial

☐ Black or African-American

☐ Other (specify): \_\_\_\_\_

☐ Native Hawaiian or Other Pacific Islander

☐ Prefer not to answer

**Are you of Hispanic, Latino, or Spanish origin or descent? (Select one)**

☐ Yes

☐ No

☐ Prefer not to answer

**How many people, including you, are part of your household? (Your household includes you and the number of other people financially supported by your annual household income.)**

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5   ☐ 6 or more   ☐ Prefer not to answer

**Please indicate your annual household income last year. (Select one)**

☐ \$30,000 or less

☐ \$30,001 - \$40,000

☐ \$40,001 - \$51,000

☐ \$51,001 - \$61,000

☐ \$61,001 - \$71,000

☐ \$71,001 - \$82,000

☐ \$82,001 - \$166,000

☐ \$166,001 or more

☐ Prefer not to answer

**Thank you for completing the survey!**

# THE LATINA SAVINGS PROJECT

## POST-SESSION SURVEY

*Thank you for attending today's workshop! We would appreciate if you would take a few minutes to share your opinion on your experience today. Your responses will be treated as confidential and will only be used to help us improve future trainings.*

**1. Please indicate whether you agree or disagree with the following statements by place a check mark (✓) in the appropriate box:**

		Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
a.	I learned something useful about retirement by attending this session					
b.	I feel more confident in my ability to plan for my financial future					
c.	The presenters were clear and engaging					
d.	I would recommend attending this session to a friend					
e.	I will use the information I learned today to plan for my financial future					

**2. Which financial actions are you most likely to take over the next year? (Check ✓ all that apply)**

- ☐ Create or review my household budget
- ☐ Look carefully at my spending to see where my money goes
- ☐ Talk with my spouse/partner about our retirement plan
- ☐ Find ways to save more
- ☐ Try to estimate how much money I will need in retirement
- ☐ Work on paying down debt
- ☐ Talk to a financial advisor
- ☐ Sign up for and/or increase contributions to my retirement account(s)
- ☐ Share financial/retirement planning information I learned with others

\_\_\_ Other: \_\_\_\_\_

**3. Has today's presentation made you more or less likely to use a mobile savings app?**

\_\_\_ Much more likely \_\_\_ More likely \_\_\_ No effect \_\_\_ Less Likely \_\_\_ Much less likely

**If "less likely" or "much less likely," please indicate the reason(s):**

\_\_\_ I would need more information before I can make a decision about this

\_\_\_ I would want to consult with spouse/partner/other family member before deciding

\_\_\_ I already have a retirement plan

\_\_\_ I already have a savings plan

\_\_\_ I can't afford it right now

\_\_\_ I don't think I need this right now

**4. On a scale of 1 to 7, where 1 means very low and 7 means very high, how would you rate your overall financial knowledge? (Please circle the corresponding number.)**

1	2	3	4	5	6	7
Very low					Very high	

**5. Additional comments (optional):**

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**Thank you for completing the questionnaire and for attending today's event!**

