

PA Savings Pledge Option One April 2020

Appropriate for Printed Materials: Newsletters, Emails, Web Posting

Pledging to Make Savers Winners!

The many different ways/benefits of encouraging great savings among all Pennsylvania families just got better!

PA Treasury continually looks for ways to innovate and seek new approaches to inspire families to adopt a savings mindset, especially when it comes to saving for higher education for their children!

Many families, just like yours, struggle to find the time to plan where and how to save, let alone finding the extra money to save, especially right now.

What if we told you about a partnership <<name of partner>> has with [PA Treasury](#) that offers a way to help every Pennsylvania family start saving for their child's future higher education?

And what if this savings plan offers families the chance to save as little as \$1 a month with the chance to win BIG for their child's future simply by saying yes to saving?

That opportunity is here. It's known as taking the [PA Savings Pledge](#). It's a promise that could lead to huge payoffs for your child future higher education.

PA Treasury has partnered with Pennsylvania-based [Fund My Future](#) to offer a way to win monthly prizes for pledging to save for your child's education. The raffle is available to all Pennsylvania families with children ages from birth to 18.

Here's how it works.

- **Take** the [PA Savings Pledge](#) and agree to save for your child's education, even if it's just \$1 a month.
- **Open** a savings account in the child's name. PA Treasury encourages families to use the [PA 529 College and Career Savings Programs](#). Trained PA529 customer service representatives can assist with the account opening process, if needed. Or choose a savings account at a local or online bank.
- **Receive** a ticket for monthly prize drawings ranging from \$50 to \$1000. [Fund My Future](#) conducts the raffles. More than \$5,000 in prizes is up for grabs every month.
- **Win!** If your ticket is drawn, all you have to do is prove you saved in your child's account the month for which the ticket is drawn and that you did not withdraw money from the account.
- **Bonus:** If your child was born after 12/31/2018, you may be eligible for the [Keystone Scholars](#) starter deposit for children born or adopted to Pennsylvania residents.

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The PA Savings Pledge and PA Treasury: Helping you Figure it Out!

[PA Treasury](#) has combined your need and desire to save for the future with the thrill of winning prizes to create a whole new way of thinking about savings.

Sometimes, one simple shift in thinking can help us know that whatever the challenge before us, we'll figure it out.

And in today's world, trying to figure out how to save for your child's future higher education can be hard to do.

It is not always easy to save, for lots of reasons. Time. Knowing the best way to save. Finding the money in the budget.

Enter the PA Treasury with two new savings programs to know about.

The first program, Keystone Scholars, provides a \$100 starter deposit for every child born or adopted to a PA family after December 31, 2018. You can access your child's \$100 savings account at [Keystone Scholars](#). You can also get information on opening a [PA 529 College and Career Savings Account](#) to help you to continue to save for your child's bright future.

For Pennsylvania families with children age birth to 18, there is another option that provides incentives to help start you on the path to savings and winning!

PA Treasury has partnered with Pennsylvania-based [Fund My Future](#) to offer a way to win monthly prizes for taking the [PA Savings Pledge](#). Monthly prize drawings offer prize winnings of \$50 to \$1,000. [Fund My Future](#) conducts the raffles. More than \$5,000 in prizes is up for grabs every month.

Taking the pledge is easy! Here's how: Go to [PA Savings Pledge](#). Pledge to save for your child's future education every month in a savings account of your choice that is in your child's name. You can save as little as \$1.

You get a ticket every month after you take the Pledge. If your ticket is drawn, simply show us the account where you are saving to verify you saved in the month for which we drew your ticket. It's that easy.

The most recent big winner came from Pittsburgh, PA, and the family won \$1,000; \$500 for their child's PA529 account and \$500 for the family to use now.

The PA Savings Pledge and PA Treasury: Helping you figure it out!

Pledge to Save!

Pledge to Win!

Pledge for Your Child's Bright Future!

PA Savings Pledge Option Three April 2020
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Changing the Way You Think About Your Coffee and Saving for the Future!

Every parent of a newborn child recalls the morning after a less than peaceful night and stumbling out to the kitchen for a much-needed coffee.

It's easy to get that brewing. You can do it without thinking. Regular or Decaf. Push a button. Done.

Saving for that child's education and a bright future might not seem as easy as starting a pot of coffee. But it can be.

Maybe you think the process is too complicated? Too time consuming? Too short on money? Maybe lack motivation or too tired to think about savings today?

But you know what?

Saving doesn't have to be hard, or time consuming or complicated. It can be easy to start.

People respond to incentives and for a lot of us, the incentive to save is weak.

Here are two quick ways to think about saving for your child's future while you wait on the coffee. Both offer incentives to get you started.

The [PA Treasury Department](#) can be your incentive through its new [PA Savings Pledge](#). By taking the Pledge, you agree to save monthly in an account in your child's name, and have the chance to win between \$50 and \$1,000 every month you save. Even if it's just \$1. There's up to \$5,000 available each month. Pledge. Save. Win. Done. *(Simple as starting the morning coffee!)*

Have a child born after December 31, 2018? PA Treasury provides every child born or adopted by a PA resident with a \$100 Keystone Scholars starter deposit that grows along-side the child for the next 18 years. You can access your child's account at [Keystone Scholars](#). PA Treasury provides the starter deposit to get you thinking about bright tomorrows and other ways to continue saving.

So, grab the coffee.

Put your feet up.

Dream about your child's future as a doctor, biologist, landscaper, chef, artist, or teacher!

Isn't that easy?

Coffee and future dreams fulfilled. Done.