



# Changing the Financial Futures of Young Adults

# Background



- AICPA is the national association of Certified Public Accountants
- Feed the Pig is an extension 360 Degrees of Financial Literacy
- Since 2004, through 360, we have reached millions of Americans through national and local outreach

# Feed the Pig Overview



- Partnership with the Ad Council
- Launched in 2006
- Targets 25-34 year olds
- Encourages these young adults to improve their financial behaviors and to increase savings
- Benjamin Bankes, “Spokespig”
- [www.feedthepig.org](http://www.feedthepig.org)

# Traditional PSAs



- National and localized TV spot
- Four radio spots
- Magazine and newspaper
- Web banners
- Billboards and bus stop posters



# Outdoor/Print



**It Takes Courage,  
But Saving Money  
Is Worth It.**



FeedThePig.org



AICPA



**Saving Money  
Can Lead To  
Bundles Of Joy.**



FeedThePig.org



AICPA



**Saving Money  
Can Lead To  
Lifelong Bliss.**



FeedThePig.org



AICPA

# Other Resources



- Campaign website
  - [www.feedthepig.org](http://www.feedthepig.org)
  - Weekly Savings Tips
  - Bi-monthly payday savings reminders
  - Articles, calculators, interactive tools
  - Mobile site
- Benjamin Bankes Facebook page
- Twitter: @feedthepig

# Making a Difference



- According to a study conducted by the Ad Council this Fall, individuals who have seen or heard a Feed the Pig PSA are more likely to change their financial behavior for the better.
- Thirty-seven percent of individuals that have seen or heard the PSAs say saving for their future is more important than buying things they want now verses 20% that have not seen or heard an ad.

# Making a Difference



- Respondents who recalled seeing or hearing the PSAs were more likely than those who had not to report that in the past six months, they have taken action to learn more about managing their finances. Reported activities include:
  - Discussing ways to save money with friends and family (84% vs. 67%)
  - Visiting a website to get more information about how to save money (62% vs. 34%)
  - Calling a toll-free number to get more information (32% vs. 4%)





# Making a Difference



- Respondents who recalled seeing or hearing the PSAs were more likely to claim they always take certain actions to save money, such as:
  - Keeping a budget of their expenses (33% vs. 19%)
  - Saving for long-term financial goals such as education, a house or retirement (30 vs. 18%)
  - Bringing a bagged lunch to work and/or eat leftover meals (29% vs. 21%)
  - Comparison shopping for the purchase of most items (49% vs. 23%)
  - Increasing savings when they receive a salary increase (27% vs. 16%)

# Changing Sentiments



Savings?

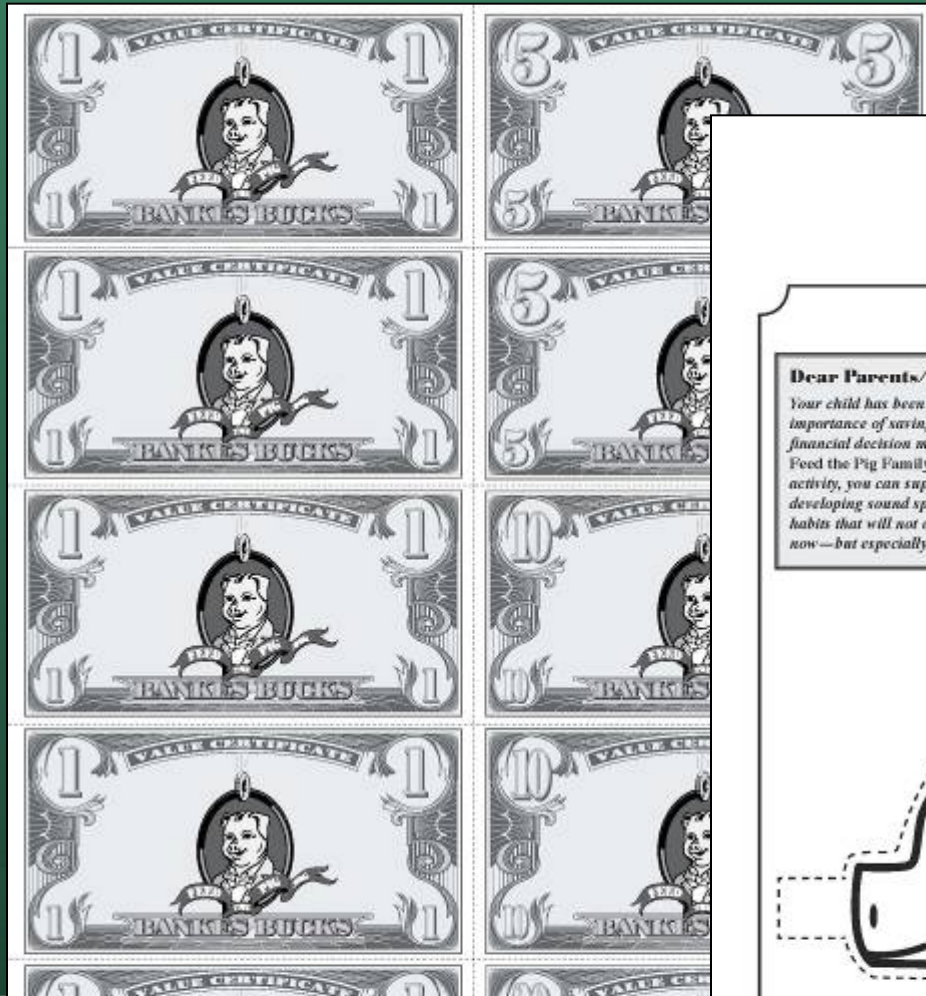
Why save?

Save but  
should I do  
more?





# Banques Bucks and Family Activity



## Feed the Pig

### Family Goal Setting

**Dear Parents/Caregivers:**  
*Your child has been learning about the importance of saving and responsible financial decision making. With the Feed the Pig Family Goal Setting activity, you can support your child in developing sound spending and saving habits that will not only benefit them now—but especially in the future.*

**Welcome to the Feed the Pig Family Goal Setting** – where families work together to save for a financial goal. It's really easy and the reward is great! Just follow these simple steps:

1. Pick a short-term goal everyone wants. It could be a family outing to enjoy ice cream sundaes, a night out at the movies, a new item for your home, a financial gift to a favorite charity, or something else you choose together.
2. Map out your plan to save the money, including how much you need for the goal and how much you need to save each week to reach the goal.
3. To make a piggy bank, glue the "Feed the Pig" cut-out so that it wraps around a can or jar.
4. Ready to get started? Let's Feed the Pig!

### Family Financial Goal

Amount Needed \$ <input style="width: 80%;" type="text"/>	Amount to Save Each Week \$ <input style="width: 80%;" type="text"/>				
<b>How much saved?</b>					
Week 1 \$ <input style="width: 80%;" type="text"/>	Week 2 \$ <input style="width: 80%;" type="text"/>	Week 3 \$ <input style="width: 80%;" type="text"/>	Week 4 \$ <input style="width: 80%;" type="text"/>	Week 5 \$ <input style="width: 80%;" type="text"/>	Week 6 \$ <input style="width: 80%;" type="text"/>
Grand Total \$ <input style="width: 80%;" type="text"/>					



Thank You!