



Questions?

EARN Communication Pillars:

- 1: Establish EARN as a thought leader so we have a seat at the national table - for policy and for resources.
- 2: Change the national discourse on economic mobility and opportunity to focus on saving and investing
- 3: Engage and excite a diverse and growing set of stakeholders
- 4: Leverage communications work to achieve our financial goals



Data Collection:

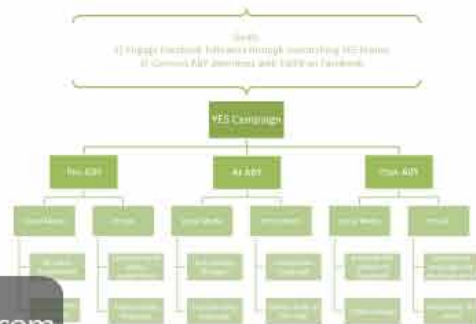
- Savers (eARN) Collection points:
 - Matched Savings Account Application
 - Annual Survey
 - Survey upon joining financial coaching program

Examples of data collected:

- Demographics
- Credit score
- Income

Data collected for EARN Story Engine:

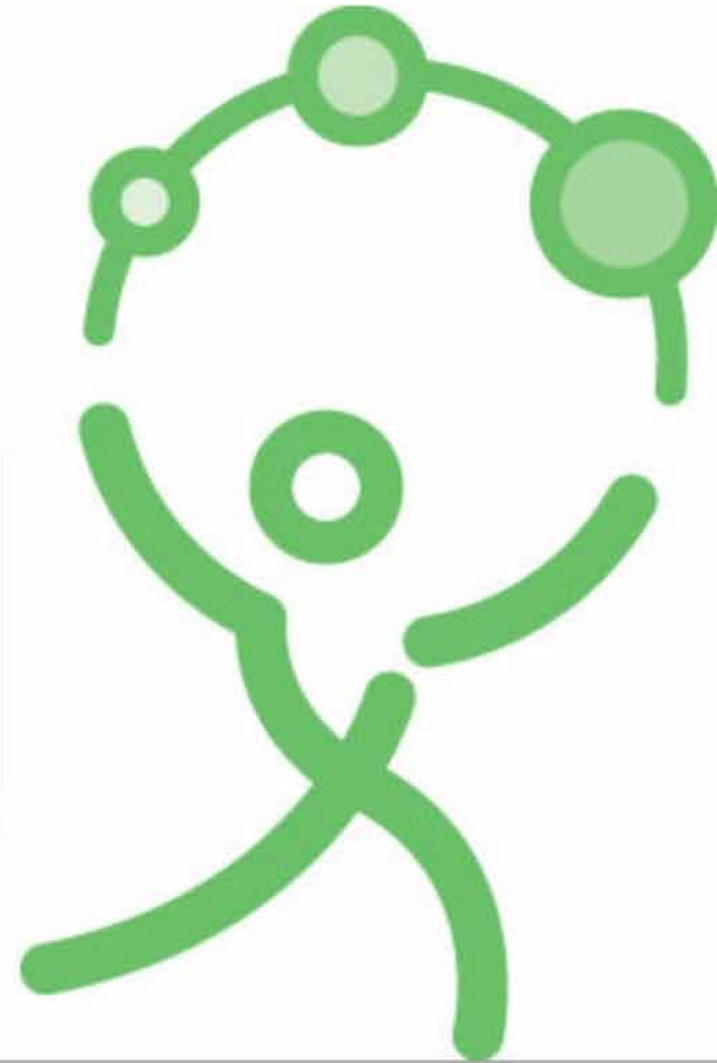
- Whether or not the client is enthusiastic about eARN
- Whether or not they've signed their results release about whether they've experienced benefits, and what those are
- Their story/feedback
- How spending works
- Whether or not they're confident
- Whether or not they've given, recorded testimony about their lives
- If they're a strong public speaker
- If they're interested in providing policy advocacy
- If they're interested in speaking to the community level of their neighborhood (and that)
- If they're interested in providing input to other Savers



Data collection from online sources:

Source	Platform	Content Type	Frequency
Facebook	Posts, Comments	Text, Images, Videos	Weekly
Twitter	Tweets, Retweets	Text, Images, Videos	Daily
LinkedIn	Posts, Comments	Text, Images, Videos	Weekly
YouTube	Comments, Views	Text, Images, Videos	Daily
Instagram	Posts, Comments	Text, Images, Videos	Daily
Nextdoor	Posts, Comments	Text, Images, Videos	Daily
Local News	Articles	Text, Images, Videos	Weekly
Local Radio	Interviews, Reports	Text, Audio, Video	Weekly
Local TV	Interviews, Reports	Text, Audio, Video	Weekly
Local Print	Articles	Text, Images	Weekly
Local Blogs	Articles	Text, Images, Videos	Daily
Local Podcasts	Interviews, Reports	Text, Audio, Video	Weekly
Local Websites	Articles, Newsletters	Text, Images, Videos	Daily
Local Social Media	Posts, Comments	Text, Images, Videos	Daily
Local Influencers	Posts, Comments	Text, Images, Videos	Daily
Local Community Groups	Posts, Comments	Text, Images, Videos	Daily
Local Government	Press Releases, Meetings	Text, Audio, Video	Weekly
Local Academia	Research, Reports	Text, Images, Videos	Weekly
Local Industry	Press Releases, Reports	Text, Images, Videos	Weekly
Local Non-Profit	Press Releases, Reports	Text, Images, Videos	Weekly
Local Business	Press Releases, Reports	Text, Images, Videos	Weekly
Local Media	Press Releases, Reports	Text, Images, Videos	Weekly
Local Public	Press Releases, Reports	Text, Images, Videos	Weekly
Local Private	Press Releases, Reports	Text, Images, Videos	Weekly
Local Government	Press Releases, Reports	Text, Images, Videos	Weekly
Local Academia	Press Releases, Reports	Text, Images, Videos	Weekly
Local Industry	Press Releases, Reports	Text, Images, Videos	Weekly
Local Non-Profit	Press Releases, Reports	Text, Images, Videos	Weekly
Local Business	Press Releases, Reports	Text, Images, Videos	Weekly
Local Media	Press Releases, Reports	Text, Images, Videos	Weekly
Local Public	Press Releases, Reports	Text, Images, Videos	Weekly
Local Private	Press Releases, Reports	Text, Images, Videos	Weekly

eARN





Everyone dreams of a better future for their children. But for millions of hardworking Americans, those dreams are unreachable.

That's where EARN comes in.



Financial Services

EARN helps low-wage workers save and invest so they can build better futures for their families.

We match families' savings, helping them go to college, start a small business, or buy a first home. We offer personal finance workshops and financial coaching. These are proven tools to build long-term prosperity.

Gold-Standard Research

The EARN Research Institute publishes original data and evaluates the impact of EARN's work, sharing lessons learned and best practices.

We use our unique position as a direct service provider to transform the financial services landscape with groundbreaking applied research.

Fair Public Policy

EARN partners with local, state, and national leaders to shape effective initiatives and champion policies that increase financial access and promote savings and investment.

Our vision is that millions of low-income American families will have access to the financial tools and opportunities to make their dreams come true.

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3: Engage and excite a diverse and growing set of stakeholders

4: Leverage communications work to achieve our financial goals



Data Collection:

Savers (clients) Collection points:

- Matched Savings Account Application
- Annual Survey
- Survey upon joining financial coaching program

Examples of data collected:

- Demographics
- Credit score
- Income



Data collected for EARN Story Engine:

- Whether or not the client is enthusiastic about EARN
- Whether or not they've signed their media release waiver
- Whether they've experienced hardships, and what those are
- Their story summary
- Their speaking style
- Whether or not they're photogenic
- Whether or not they give strong, emotional testimony about their lives
- If they're a strong public speaker
- If they're interested in providing policy advocacy
- If they're interested in speaking to the press/media (and if they're experienced doing that)
- Finally, if they're interested in providing tips to other Savers



Data collection from online sources:

Weekly social media

- TW Following
- TW Followers
- _{FB} Fans
- YT Views
- bit.ly clicks
- TW Replies
- TW Retweets
- FB Comments
- FB Messages
- FB Votes
- Twitter handles, # retweets, # mentions, and Klout scores of people who tweet about us

Weekly website

- Visits
- Unique Visitors
- Page Views
- Pages/Visit
- Bounce Rate
- Avg. Time on Site
- % New Visits
- Traffic Sources
- Top Ext. Keywords
- Exit Pages
- Landing Pages
- Top Int. Keywords
- Top Referring Sites

Monthly social media and website

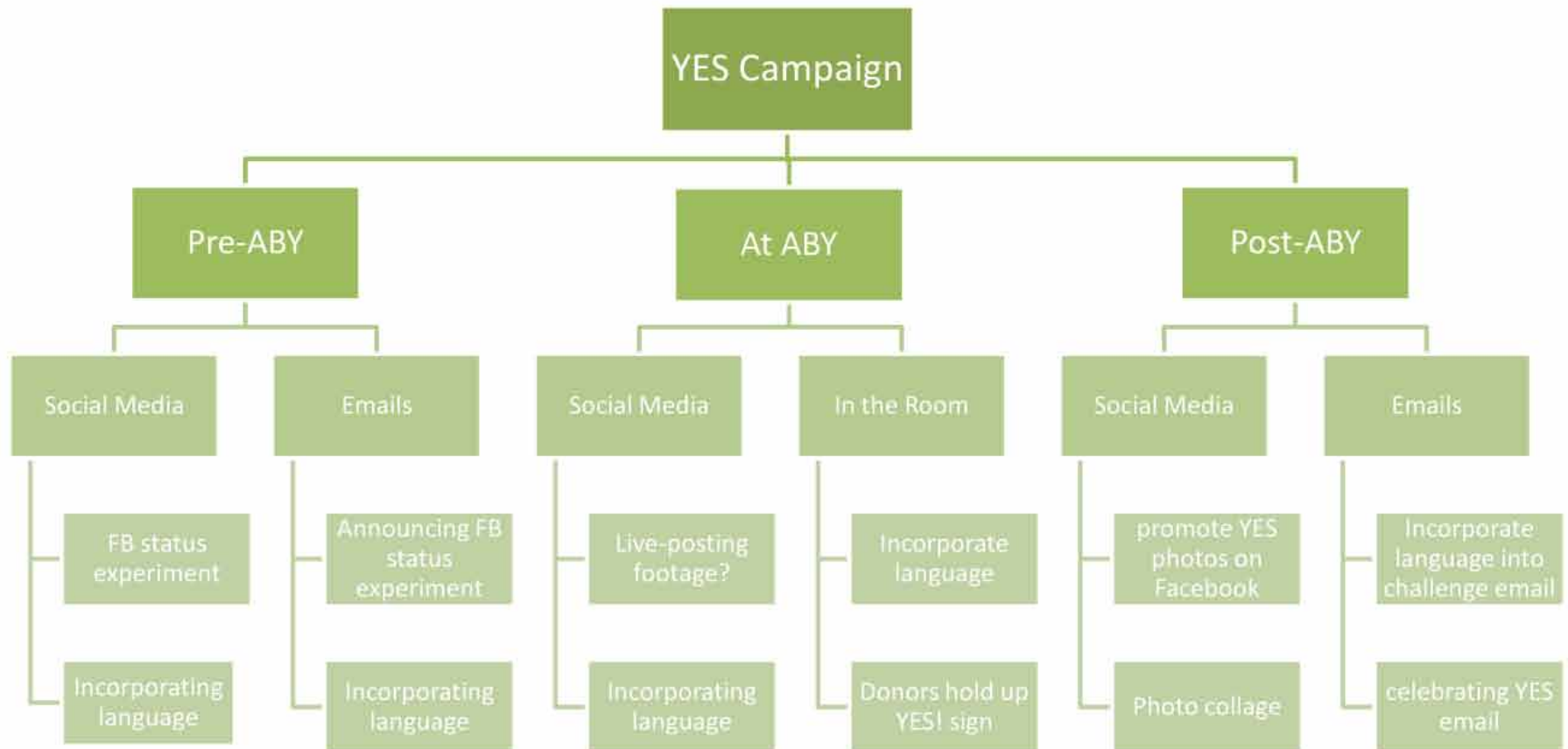
- twitter mentions by influentials
- twitter RTs by influentials
- links to media coverage
- links to blog posts
- inbound links (cumulative)
- guest bloggers
- blog views
- visionary speaker series views
- guest blog posts we write for other influential blogs
- twitter followers
- fb fans
- youtube views
- bit.ly clicks
- twitter replies
- twitter RTs
- fb comments
- fb messages
- fb votes
- fb interactions
- unique visits to website
- pages per visit on website
- % new visitors to website
- number of new event attendees
- % new event attendees
- predominant gender of FB followers
- predominant age of FB followers
- number of donors engaged with us on social media

YOU



Goals:

- 1) Engage Facebook followers through overarching YES theme.
- 2) Connect ABY attendees with EARN on Facebook.





YES!

We believe
that students
should be
able to attend
college
without
taking on a
mountain of
debt.



I'm saying
YES to 
EARN SAVERS

Iliana
Montauk
EARN 2011

STAFF



Questions?

eARN

