



**Federal Deposit Insurance Corporation**  
550 17th Street NW, Washington, DC 20429-9990

## Financial Institution Letter

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# FDIC Announces Upcoming Community Affairs Webinar: *Helping Your Customers Save: America Saves Week 2015*

**Summary:** The FDIC's Division of Depositor and Consumer Protection (DCP) Community Affairs Branch will host a webinar titled *Helping Your Customers Save: America Saves Week 2015* on December 12, 2014, from 3:00 p.m. to 4:00 p.m. (EST). This webinar will help banks prepare for America Saves Week 2015. Guest presenters from the Consumer Federation of America and its partners will discuss ways for banks to encourage customers to set and achieve savings goals through the use of insured bank accounts. Initiatives in rural markets will be a particular focus of discussion. This is part of an ongoing series of webinars highlighting strategies institutions can use to promote community development and expand access to the banking system.

**Statement of Applicability to Institutions Under \$1 Billion in Total Assets:** This Financial Institution Letter applies to all FDIC-supervised institutions.

### **Distribution:**

FDIC-Supervised Banks (Commercial and Savings)

### **Suggested Routing:**

Chief Executive Officer  
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### **Note:**

FDIC Financial Institution Letters (FILs) may be accessed from the FDIC's Web site  
at <https://www.fdic.gov/news/news/financial/2014/>.

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Paper copies may be obtained through the FDIC's Public Information Center, 3501 Fairfax Drive, E-1002, Arlington, VA 22226 (1-877-275-3342 or 703-562-2200).

### **Highlights:**

- During an upcoming webinar, presenters from America Saves and partner organizations will discuss ways for banks to successfully encourage customers to set and achieve savings goals through the use of a bank account.
- This webinar will be held Friday, December 12, 2014, from 3:00 p.m. to 4:00 p.m. (EST).
- The session is free, but registration is required. Institutions must register by December 11<sup>th</sup>. [Click here to register](#).
- The FDIC welcomes suggestions for topics to be covered during future webinars. Please submit suggestions to [communityaffairs@fdic.gov](mailto:communityaffairs@fdic.gov).