



Dear Chamber Executive,

Many Wisconsinites fear unexpected expenses because they lack savings in an emergency. Unfortunately, we know that [27% of Americans](#) do not have enough savings to cover a \$400 emergency, and almost half of employees who are worried about their financial health are [less productive at work](#).

Your employees can build emergency savings that can help alleviate financial stress and improve productivity through the simplest of strategies – saving automatically with split deposit. Additional benefits may be increased employee satisfaction and retention when employees feel financially secure.

We are writing today to inform you of Wisconsin's new automatic savings initiative called **Wisconsin Saves Automatic Saving Initiative**. This is a national pilot project designed to encourage millions of Wisconsinites to establish emergency savings accounts through automated saving. The pilot is focused on encouraging small and medium sized employers to motivate their employees, particularly those in the lower-to-middle income wages, to save automatically, especially for emergencies.

We ask that you [sign-up as a Wisconsin Saves employer](#) to increase the number of Wisconsin residents who have emergency savings to withstand financial shocks both small and large. Please consider participating in this initiative and share it with your networks to help all of Wisconsin be more financially secure.

Sign Up online at autosave.wisconsinsaves.org.

This effort is led by the Wisconsin State Treasurer Sarah Godlewski, Wisconsin Department of Financial Institutions Cabinet Secretary Kathy Blumenfeld, President and CEO of the Wisconsin Bankers Association Rose Oswald-Poels, President of the Wisconsin Women's Business Initiative Corporation Wendy Baumann, and [America Saves](#), the leading national campaign in promoting savings.

America Saves is providing you with the following **free resources** that you will receive after [signing up online](#).

1. Three easy to use tools **requiring minimal effort on your part** to educate your employees about split deposit.
2. Digital items to support your communication efforts such as video, blog articles and a participation badge.
3. A Wisconsin Saves participation badge to proudly display to your employees, potential employees, and business partners.

Don't miss this opportunity to be a part of this important effort for you and your employees. If you have questions regarding Wisconsin Saves, please email Carolyn Pemberton at cpemberton@consumerfed.org.

Thank you, in advance, for your participation and helping us spread the word about this opportunity.

Sincerely,

A handwritten signature in black ink that reads "Kathy Blumenfeld".

Kathy Blumenfeld
Wisconsin Cabinet Secretary
Department of Financial Institutions

A handwritten signature in black ink that reads "Sarah Godlewski".

Sarah Godlewski
Wisconsin State Treasurer
Office of the State Treasurer