

RECONNECT

Financial Empowerment for Armed Forces, Veterans and Their Families



RECONNECT CORNER

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Military Saves Week

Military Saves Week is an annual drive to encourage military members and their families to begin to save money effectively. As an organization dedicated to consumer health through financial education, Clearpoint is a partner in the effort to help service families to build economic security and reduce crippling debt. This year's special emphasis week is February 22d to 27th.

Last year, more than 600 organizations signed on to help encourage Military Saves Week. Nonprofits, financial institutions and military installations partnered to encourage saving by using incentive campaigns, educational opportunities and regular



[This Week in Finance Scams](#)

Here are a few of the latest scams making their way around the postal system and Internet!

If you **sell on Ebay**, you might receive requests to send the goods prior to receiving payment. The scammers use a faked PayPal confirmation page to convince you they have paid, so you can go ahead and ship the goods you sold – but the payment never happens. Old school solution: to quote Tom Cruise, “Show me the money!” Wait until your financial institution receives payment before you ship the goods.

Similarly, you may receive an **official looking invoice by mail** asking for payment for goods or services. Did you really order the items? Check, before you send the check. Some fraudsters are sending “pro-forma” invoices for things you didn’t order, or pretending to be the vendor with whom you actually conducted business. Read the bill! And always get good contact information for the people you hire for services.

If you are **shopping for student loans**, be on the lookout for

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meetings and rallies. As a result, more than 30,000 military and family members signed the Military Saves Pledge; the total of signatories is now more than 200,000 and rising!

The targeted demographic for Military Saves Week is junior enlisted military members, whose youth and entry-level earning make them a target for scams and quick-fix spending. The pressures of raising young children, deployments and frequent cross-country moves add to the financial difficulty that these selfless volunteers face as they leave home to start their careers.



As an organization, please consider signing up as a partner for this effort. If you’re already a partner, please make sure to maximize the opportunity to bring awareness to this special-emphasis week. Write a blog post, link a web page, or take advantage of the many social media links to Military Saves Week. To get started, visit www.militarysaves.org to see what’s been done already, and how you can get involved.

Military members and their families face a world of concerns, and are surrounded by opportunities to spend. Do your part to encourage them to ensure a prepared and prosperous future for themselves and for their nation.

[Top ways to fire up your Personalized Learning Platform Utilization!](#)

How do you drive the use of your PLP? Sure, the information is great and the platform is super-easy to use, but that doesn’t mean your clients will *use* it. Short of nagging them, how can you

agencies that will “search” for education funding, for a fee. They provide a worthless list, and take your money and disappear. The US Department of Education is a great resource for finding out about loans, and you’re already paying them with tax money.

Recent false representations include scammers pretending to be **Affordable Care Act navigators, home-improvement contractors, and medical alert system installers**. If your agency works with the elderly, they are frequently targeted for these impersonations.

The FBI keeps a thorough list of scams and e-scams online, at www.fbi.gov/scams-safety. Stay safe!

For more information:

www.Clearpointu.org/reconnect
888.808.7285

MSSCN
www.clearpointu.org/msscn
888.299.1978

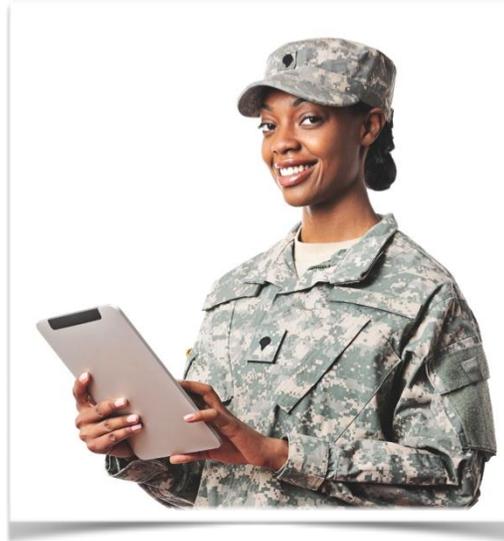
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855.868.9628

turn your folks on to this awesome capability? Here are a few suggestions.

Own it. The PLP is designed to carry your organization’s name, flavor and identity. Maximize it! Link it in blogs, link it on the website, and add it to your email signatures or digital letterhead. Every time one of your clients logs in, or completes a module, they are committing themselves to your brand. You can fill the PLP with your special capabilities, and build loyalty to your effort. You own it – OWN it!



Build the PLP into your professional development ladder.

For your folks who have to address client needs, make the PLP part of their training. It allows them to see the organization from the user’s side, and gives them orientation to the client population’s needs. Just like showing a new

employee where the break room is, show them the PLP. Then when they are out impacting the lives of clients, they can refer to it with confidence, and drive clients to your special capabilities and services.

People like winning! Use incentive campaigns and contests to build PLP usage. The prize doesn’t need to be extravagant – sometimes a \$10 prepaid Visa card will do it – but the feeling of winning is part of the client’s culture. It encourages a sense of accomplishment, personal investment and initiative; all of which are part of building success into our clients’ stories. It can provide a stepping-stone to the next success, and the next.