SaverLife Communications Strategies

SaverLife leverages various tactics dependent on the message, desired outcome, political landscape, and recommendations from key partners. Tactics include:

- **Published research briefs**: SaverLife has published six research briefs in the last year, collaborating with partners including the Brookings Institution, the Aspen Institute, Commonwealth, and the Financial Health Network.
- **Authored comment letters**: SaverLife has submitted 22 comment letters to policymakers and advocacy coalitions in the last year.
- **Confidential memos to policymakers and stakeholders**: SaverLife sent memos to White House Senior Economic Advisor Gene Sperling, Senior Advisor at the U.S. Department of the Treasury Mike Schmidt, and Deputy Assistant Secretary of the U.S. Treasury Tom West regarding access to CTC payments, and had follow-up conversations on findings and recommendations.
- **Private meetings with stakeholders**: SaverLife has given direct feedback during meetings with the CFPB, the Federal Reserve and the California Department of Financial Protection and Innovation.
- **Hosted webinars by SaverLife and/or our partners**: In the last year, SaverLife has hosted three webinars with more than 375 attendees, with speakers from CNBC, Brookings Institution, Propel, and more.
- **Op-eds and Earned Media**: In the last year, SaverLife’s research has been featured by Bloomberg, Yahoo Finance, Fortune, The Boston Globe, CNBC, US News & World Report, Nerdwallet, Parade, AARP, MarketWatch, and more.
- **Website presence and SaverLife newsletter**: In the last year, more than 60,000 unique users visited the SaverLife website. More than 6,100 people subscribe to our newsletter.
- **Social Media**: SaverLife has a strong following on social media, with nearly 8,500 followers on Twitter and 2,400 on LinkedIn. SaverLife’s LinkedIn has received more than 8,600 page views in the last 12 months.
- **Narrative projects and storytelling**, such as our recent series [Hard Hit]: More than 29k unique users read stories on the Hard Hit microsite, and more than 6,500 engaged with the “take action” page.
- **Conference presentations**: SaverLife regularly presents our research at conferences, including the Prosperity Now Summit, Financial Health Network Emerge, Finicity, and more.