To help the people you serve save more successfully, and to promote the importance of asset building strategies at a state level, we have put together this resource packet with you in mind.

This resource packet contains a sample article, suggestions for social media content, and tools and resources designed to **help you communicate with the public, your audience, and with other organizations on the importance of Individual Development Accounts in New Mexico.**

This resource packet includes:

* [Sample Article](#Article)
* [Facebook and Twitter Posts](#Tweets)
* [Tools and Resources](#tools)

We encourage you to use this material to:

* Augment the NMAC IDA information you already provide to others;
* Encourage individuals to [Pledge as Savers in the *America Saves* campaign](http://americasaves.org/pledge), thereby creating and committing to a basic savings or debt reduction plan, and;
* Position your organization as "in front" matched savings accounts and the need to save, particularly in New Mexico’s uncertain economic times.

**What is an IDA?**

**Individual Development Accounts (IDAs)** are a matched savings account.  People who save through an IDA can typically use those savings to:

* Buy a first home
* Pursue a college education
* Start or expand a small business

**Financial Education**

IDA holders are required to complete a financial education program.  IDA savers learn to develop and manage a household budget, manage debt, and set financial goals and achieve them.

**Eligibility**

All IDA programs have **requirements** that must be met for participation. Eligibility is **tied to household income and net worth**, meaning that the IDA program will consider the income of all individuals in the family.

To be eligible to participate in an IDA program, the participant **must qualify under one of the following two requirements**:

* They must be eligible for [**Temporary Assistance for Needy Families, or TANF**](http://www.hsd.state.nm.us/isd/tanf.html), at the time of application, **OR**
* Have an adjusted gross household income equal to or less than [**200 percent of the Federal poverty line**](https://www.federalregister.gov/articles/2013/01/24/2013-01422/annual-update-of-the-hhs-poverty-guidelines#t-1), and have a household net worth less than $10,000 (excluding the value of a primary dwelling unit and one motor vehicle), or be eligible for the federal Earned Income Tax Credit.

**62% of New Mexico households are at 200%** **of the Federal poverty line**, [**click here to see if you are eligible.**](https://www.federalregister.gov/articles/2013/01/24/2013-01422/annual-update-of-the-hhs-poverty-guidelines#t-1)

**Prosperity Works**partners with community based organizations and tribal entities throughout New Mexico to advocate for policies that support economic prosperity for all New Mexicans.  It is through this statewide consortium that Prosperity Works implements and funds New Mexico’s largest community-based asset building initiative; 1372 Individual Development Accounts have been opened in New Mexico since 2006; 804 families have purchased their asset; nearly 150 continue to save each month.  The state map represents savers throughout the state.

[](http://prosperityworks.net/wp-content/uploads/2012/10/ROI-Map1.png)**Federal Funding**

$500,000 of federal money would immediately be available if $500,000 of NM state money was appropriated. The current federal funds are available through June 2015. New federal funds will be available in July 2014 and will be available through June 2019.

**Seeking State Funding**

Lutheran Advocacy Ministries and Prosperity Works will request $500,000 of NM state money be appropriated into matched savings accounts.

**New Mexico Assets Consortium Statistics**

Participant data:

1550 Participants completed 10 weeks (20 hours) of financial capability training

1372 Enrolled in the matched savings initiative

805 (59%) Purchased assets

147 (11%) Currently saving for their asset purchase

238 (17%) Withdrew from participation due to either loss of a job,

moving or other negative economic impact

182 (13%) Were terminated from participation due to not following program rules

$1,138,323 total amount saved by all participants in the program

*As of October, 2013, dollar amount reflects those savers that purchased, still saving, and those that withdrew or were terminated from the statewide IDA initiative.*

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## Sample Article

## Use this content for your blog, newsletter, email communications, or any other publication. You can either rewrite the information or use as a guest post.

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**The Story of Asset Building in New Mexico**

The greatestpromiseof our nation is our people:  everyday-Americans work hard and aspire to achieve the modest dream of making a living, providing for their families, and making a contribution to their community.  However, in this economic climate, our dreams are in danger, as too many hard-working Americans are struggling to make ends meet.

Some of us have savings, lines of credit, family ties, or other assets to fall back on. But far too many Americans have not had the opportunity to build those assets.  Even in good times, millions of hard-working Americans never get the chanceto build real financial  **security** for their **families**, and they are trapped on the treadmill of intergenerational, cyclical poverty…treading water… working two or three jobs, and still in a situation that prevents them from ever getting ahead.  Our safety net of social services is fraying under that weight, and the **hidden costs** of the status quo are spiraling.  The poverty crisis affects everyone in our community.  When we deny people the tools and economic opportunities to achieve their true potential as productive citizens, the economy suffers, the social fabric unravels, and we all pay the price.

Economic problems are complex, but assets are one answer that will help our communities weather the storm.   **Innovative new strategies** are needed to build gateways out of poverty and into entrepreneurial energy that will fuel our country’s economic **recovery**.   Assets are the building blocks of economic security:  invest in higher-education, give people the keys to homeownership, encourage entrepreneurship and micro-enterprise, halt predatory practices, and offer sound financial products to incentivizesavings.

These asset building strategies leverage existing investments in social services to provide the incentivesto help hard-working people achieve long-term financial security for their families.  Asset building programs are an **investment** in transformation, and give our

consumers a **competitive edge** in today’s economy.  While traditional welfare keeps people treading water, asset building program strategies like the IDA help people build a boat to get to higher ground.  Families who have access to strategies like the IDA can change their lives forever, and enjoy the chance to contribute to the broader community.

Our current policies are failing to challenge the systemic exclusion of low- and moderate- income families from our economy and our community.  The social safety net can catch families in crisis, but we must turn that net into a ladder, providing a pathway to harness the potential that is inside all of us to build a better life of **independence and family security**.

This time of economic uncertainty demands **innovative solutions** that will address the underlying causes of systemic poverty, and will chart a course towards long-term progress.  Asset building strategies are setting in motion a ripple effect that not only will transform individual lives, but will help the whole community. By increasing home ownership and providing education for financial savvy, we restore the **dignity**of hard-working Americans, and mount the **continuing recovery**our country needs.

**Sample Tweets/Facebook**

**Share the following messages with your Facebook and Twitter followers:**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

Prosperity Works funds a statewide New Mexico IDA Program. What is an IDA? #SaveNM Watch, learn, share... http://youtu.be/KQYGCtiJgJg

The New Mexico Assets Consortium #NMAC has opened 1372 Individual Development Accounts #IDAs in [#NM](https://twitter.com/search?q=%23NM&src=hash)Saves @ProsperityWork

The New Mexico Assets Consortium #NMAC make up 20 orgs offering IDAs across #NM! Freeing New Mexicans from poverty in 18 months! #NMSaves

Prosperity Works manages a Statewide Individual Development Account initiative in [#NM](https://twitter.com/search?q=%23NM), we offer matched savings accounts locally! [#NMSaves](https://twitter.com/search?q=%23NMSaves)

Organizations offering IDA's belong to the New Mexico Asset's Consortium or the NMAC <http://prosperityworks.net/about/our-partners/> #NMSaves

NMAC organizations manage local IDA initiatives, each program is unique, contact us for info ***(insert link to your website)*** #NMSaves @Prosperity Work

Learn about the NMAC, find asset building resources available in your community. [#NM](https://twitter.com/search?q=%23NM&src=hash) [#Resources](https://twitter.com/search?q=%23Resources&src=hash) [#ToEndPoverty](https://twitter.com/search?q=%23ToEndPoverty&src=hash) @ProsperityWork

“I thank those that support the IDA Program. If I can save, so can others” -Nita Martinez, IDA #Homeowner #Zuni #NMSaves @ProsperityWork

NM IDA helped me get my degree! Without the IDA I couldn't have completed my course work. -Theresa #Rio Rancho [#NMSaves](https://twitter.com/search?q=%23NMSaves) [@ProsperityWork](https://twitter.com/ProsperityWork)

The matched funding account will help expand my small organic, vegetable producing, family farm. - Kyle, Frisco Farm in Pleasanton #NMSaves

I never thought I'd by a home for my kids. The IDA, USDA, & Echo Inc. gave me the help to achieve this goal. - Amy #Bloomfield [#NMSaves](https://twitter.com/search?q=%23NMSaves)

Thankful for the IDA program in #NM, without it I would not be able to afford the textbooks I need for school. - Mayte, CNM student #NMSaves

PW partners w/ organizations across NM so every New Mexican has the opportunity, knowledge, & relationships to achieve economic prosperity.

Income gets you by, but assets get you ahead. -- Ona Porter #NMSaves @ProsperityWorks

Do something good! Read or write a review of Prosperity Works on [@GreatNonprofits](https://twitter.com/GreatNonprofits) [http://gr8np.org/go/ry6](http://t.co/A3K6sKgwm7)

**Share photos of your IDA participants with their savings goal**

**on your Facebook and Twitter**



I’m saving for

\_\_\_\_\_\_\_\_\_\_\_ .

**#NMSaves**

**Release Form**

I hereby grant permission to the rights of my image, likeness, and story without payment or any other consideration. I understand that my image and story may be edited, copied, exhibited, published or distributed and waive the right to inspect or approve the finished product wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of my image and story. I also understand that this material may be used in diverse educational settings within an unrestricted geographic area.

Photographs and written materials may be used for the following purposes:

* conference presentations
* educational presentations or courses
* informational presentations
* on-line educational materials

By signing this release I understand this permission signifies that photographs of me may be electronically displayed via the Internet or in the public educational setting.

I will be consulted about the use of the photographs for any purpose other than those listed above.

There is no time limit on the validity of this release nor is there any geographic limitation on where these materials may be distributed.

By signing this form I acknowledge that I have completely read and fully understand the above release and agree to be bound thereby. I hereby release any and all claims against any person or organization utilizing this material for educational purposes.

Full Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Email Address\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If this release is obtained from an individual under the age of 19, the signature of that presenter’s parent or legal guardian is also required.

Parent Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Agency IDA Information**

**Share them with your staff or the person answering phones:**

**New Mexico Asset Consortium**

**IDA Programs**

|  |  |  |
| --- | --- | --- |
| **Agency:**  Asset Coach:  Phone:  Cell:  Executive Director:  Phone:  We currently[**do** or **do not**] offer IDAs.  To enroll:  The next Financial Education course is available for [insert: who, when where].  For statewide IDA information, visit:  www.ProsperityWorks.net |  | **What is an IDA?**  **Individual Development Accounts** (IDAs) are a matched savings account program. People who save through an IDA can typically use those savings to:   * Buy a first home * Pursue a college education * State or expand a small business   **Financial Education**  IDA holders are required to complete a financial education program. IDA savers learn to develop and manage a household budget, manage debt, and to set financial goals and achieve them. |