



***“TOOLS FOR SUCCESS” WEBINAR SERIES
FOR ASSETS FOR INDEPENDENCE
GRANTEES***

**Boosting Participant Retention in a
Sluggish Economy
September 11, 2012**

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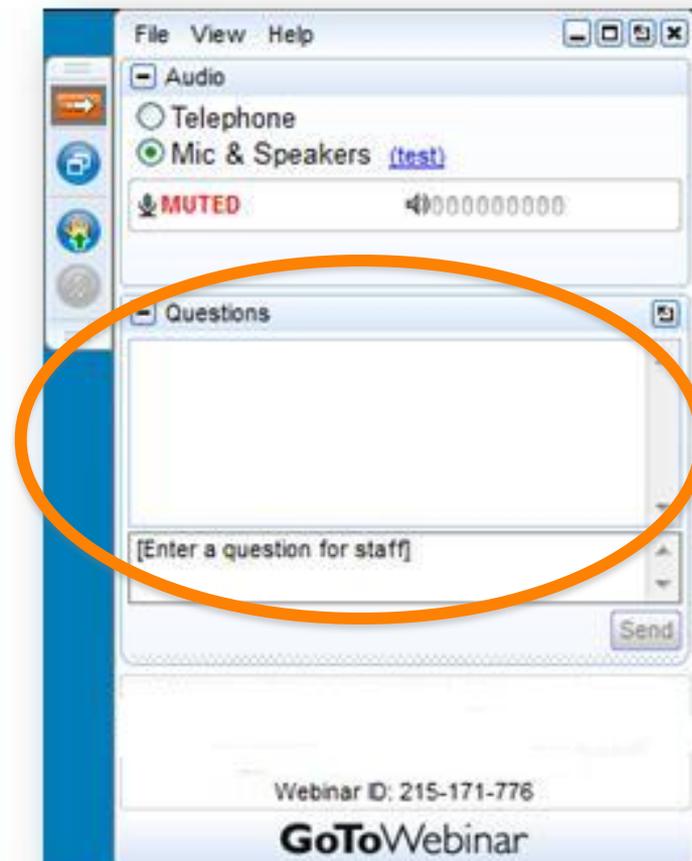
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Housekeeping

- This webinar is being recorded.
- A transcript and link to the recording will be available 1 week after the webinar.
- The webinar will last for 1 hour.
- **Having technical difficulties? Contact tmurphy@cfed.org**

Housekeeping

- All webinar attendees are muted to ensure sound quality.
- Use the question box in your webinar Control Panel to ask questions at any time.





Not an AFI grantee yet?

- Assets for Independence (AFI), which is administered through the Office of Community Services (OCS) at the U.S. Department of Health and Human Services, provides federal funding to community-based nonprofits and government agencies for Individual Development Accounts (IDAs).
- To learn more about applying, visit www.idaresources.org
- Upcoming Orientation Session:
Prospective Grantee Webinar: Planning an AFI Project
Thursday, September 13, 2:00 – 2:45 PM EST
Register at www.idaresources.org

Your Guest Speakers

- **Amy Shir**

AFI Regional Consultant
Asset Initiative Project



- The Asset Initiative Project is a collaboration across the Administration for Children and Families (ACF) Programs to bring asset building tools & practice to ACF grantees and families served in their programs.

Your Guest Speakers

- **Martha Wunderli**

Utah Individual Development
Account Network (UIDAN)
Statewide Director;
AAA FairCredit Foundation
Salt Lake City, UT



- The Utah Individual Development Account Network (UIDAN) creates economic opportunities for low-income families to break the cycle of poverty and launch new cycles of prosperity for themselves, their families, and their community.

Your Guest Speakers

- **Vickie Johnson**

Kentucky Domestic Violence Association
Economic Justice Programs Coordinator
Frankfort, KY



- The mission of KDVA is to end intimate partner violence, promote healthy relationships and engage communities through social change, economic empowerment, educational opportunities and other prevention strategies.

Your Moderator

- **Kate Griffin**
AFI Resource Center



- The AFI Resource Center provides training and technical assistance to AFI grantees, their project partners, and other organizations that are providing asset building services across the nation.

Objectives of the Session

1. Define attrition and retention
2. List factors that impact attrition and retention rates
3. Describe accountholder success
4. Identify facilitators as well as obstacles to successful completion at each step in the AFI Project
5. Identify and prioritize programmatic strategies to enhance success and mitigate/eliminate obstacles
6. Develop and implement retention plan
7. Describe different methodologies and resources that can facilitate problem solving during emergencies

Retention

- Begins with Outreach:
- Are IDA programs social service programs open to the masses or are they economic development programs tailored to individuals who are savings - and asset - ready?

Purpose of Retention

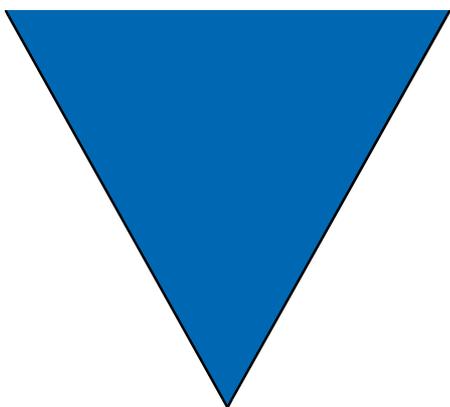
- Keeps those participants you worked so hard to find, recruit and enroll!
- Ensures maximum success for savers.
- Saves time and money administratively!
- Helps ensure that project funds go to community of savers and not back to funders.

Accountholder Success

- What is accountholder success?
- Why is identifying and communicating interim success important?

Retention and Recruitment

- What is the relationship between recruitment and retention?



Most projects look like this

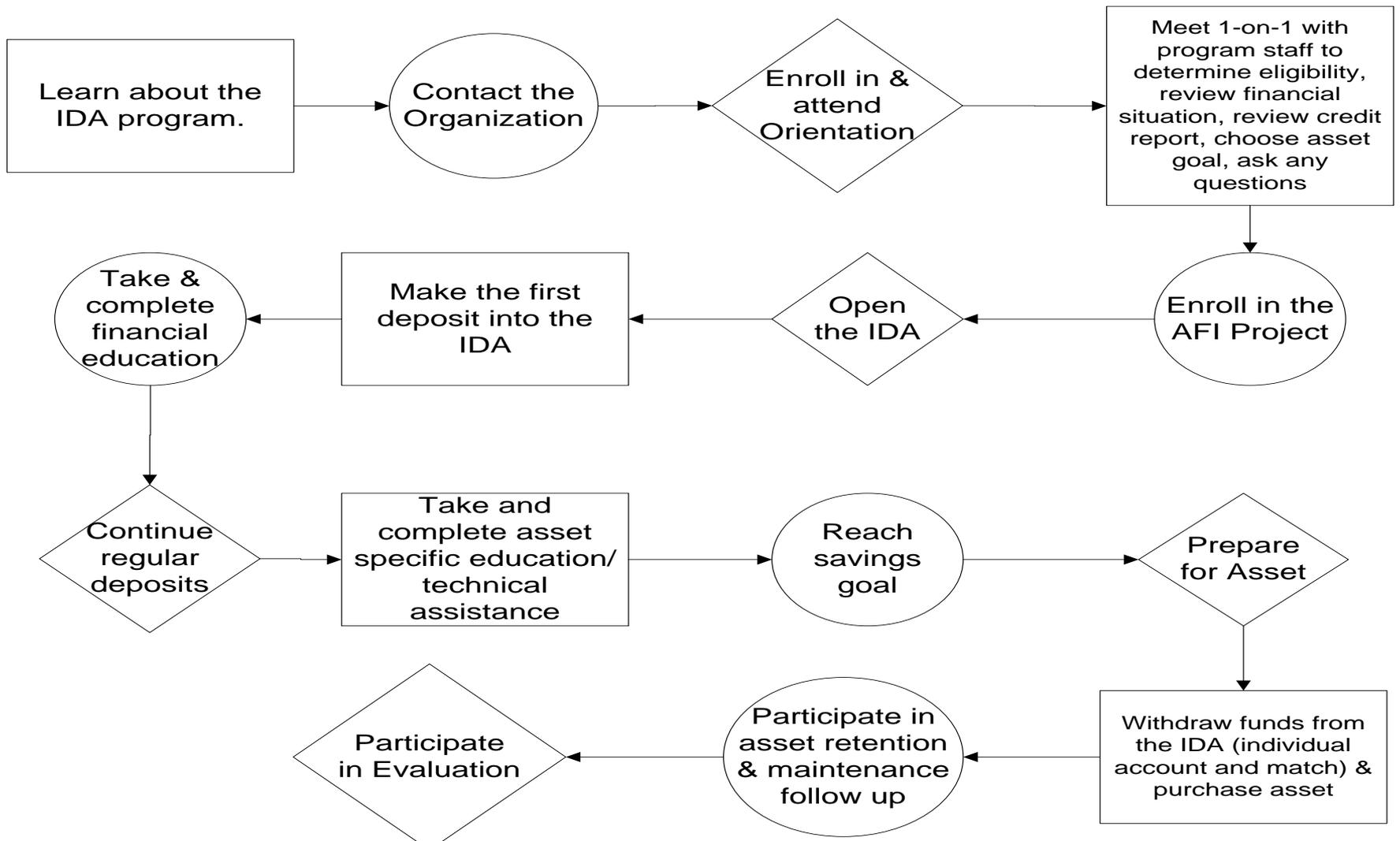
*Participants
Enrolling Into
Program*



*Participants
Completing Program*



Best projects look like this



Strategies for Retention-- Group Instructions During The Webinar

- Select the 2 facilitators and 2 barriers that have the biggest impact on retention in your program
- Develop specific strategies that will mitigate/eliminate barriers OR enhance facilitators. Be specific.

Lessons Learned from the Field

- Offer alternatives for making deposits--direct deposit, mail-in, deposit only ATM
- Implement systems of contact and encouragement: Continually monitor deposit activity and program participation.
- This depends on good data management and organized client files.
- Require savings prior to enrollment
- Do budget and credit check early in project to assess likelihood of success

Lessons Learned from the Field

- Require some or all of financial education prior to enrollment
- Schedule flexible, accessible trainings
- Provide perks for training attendance: location, transportation, childcare, food, interpreters
- Partner with VITA site; encourage lump sum deposit to augment six months of savings

Examples of Allowable Emergencies

- Expenses for medical care
- Payments necessary to prevent eviction or foreclosure
- Living expenses following job loss
- ✧ What are other circumstances that might necessitate emergency withdrawals?
- ✧ What are circumstances that you wouldn't consider for emergency withdrawals?

Establish parameters for replacing emergency withdrawals within specified timeframe. Provide support network to hasten return to project.



Innovative Retention Strategies

- Home Buyers Clubs
- Budget/Spending Plan Check-ins
- Flexible Project Design: More or less structure as needed
- Help Savers Stay Employed
- Rural -- Seasonal Employment, Migrant Workers, Undocumented, Cash economy
- Increase match rates for lowest income savers
- Rainy Day Funds for Emergencies

**Vickie Johnson
Economic Justice Programs
Coordinator
Kentucky Domestic Violence
Association**



KDVA – Retention Strategies

- Most IDA applicants are already receiving case management services through our member programs and partner agencies.
- Program structure as a retention strategy
 - Deposits tracked at KDVA
 - Advocates receive summaries of their savers' monthly activity
 - Monthly check-ins with advocates regarding savers with missed deposits

KDVA – Retention Strategies

- Privately-funded Car IDA program is a stepping stone to AFI-funded “Classic” IDAs
 - Earned income is not a requirement
 - Helps survivors develop savings habits, introduces them to financial education and credit
- Credit-building Microloans
 - Zero-interest loan secured by IDA savings
 - On-time payments reported to credit bureaus
 - Unrestricted use of funds

KDVA – Retention Strategies (cont'd.)

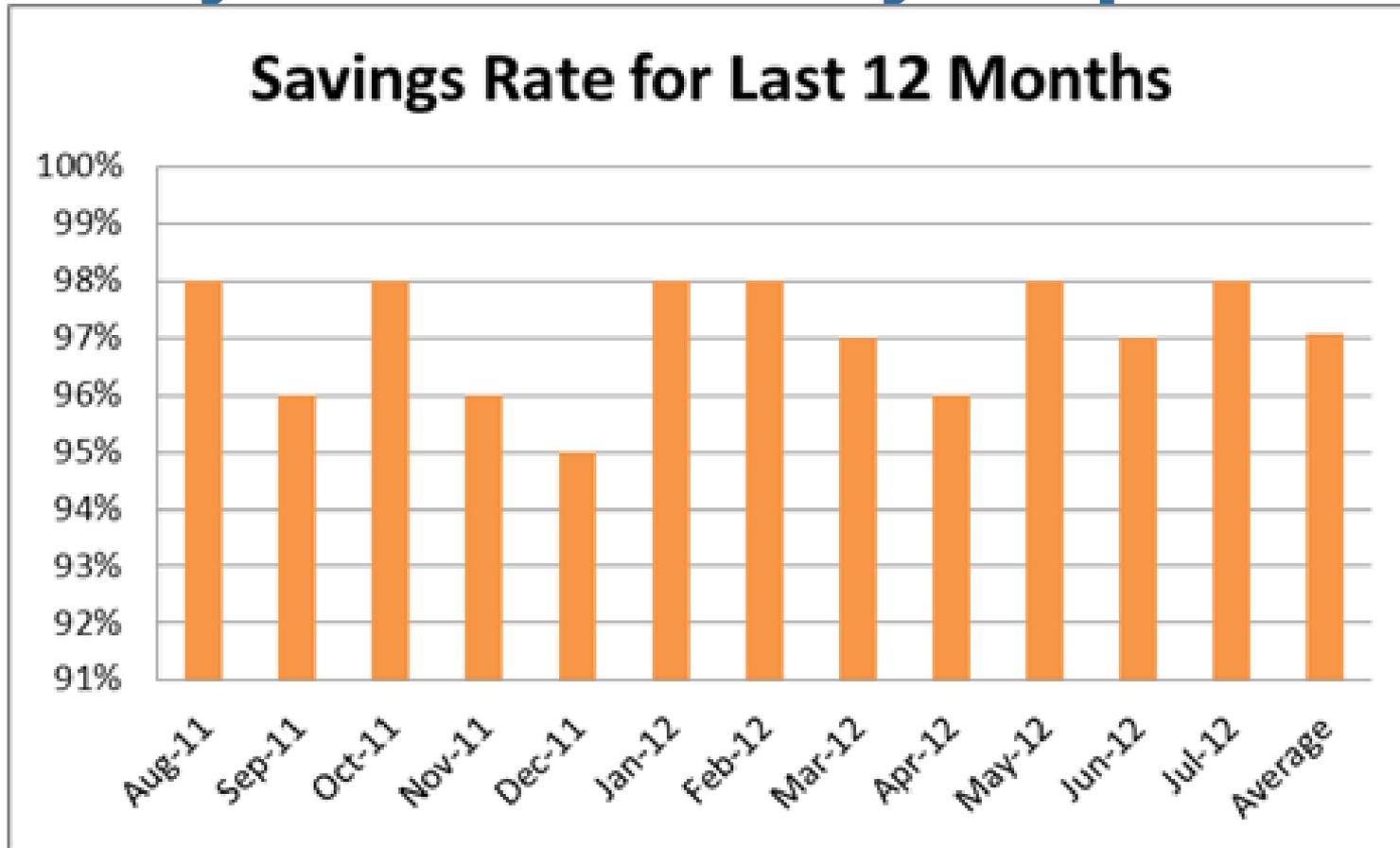
- IDA Emergency Fund
 - Requests typically range from \$200 - \$500
 - Designed to help avoid emergency withdrawals and to keep monthly deposits on track
 - Examples: car repair, medical costs, rent/utilities, attorney fees (custody issues)
- Leave of Absence
 - Up to six months to “get back on track”
 - Must continue to meet with advocate

Martha Wunderli

State Director of the Utah IDA Network

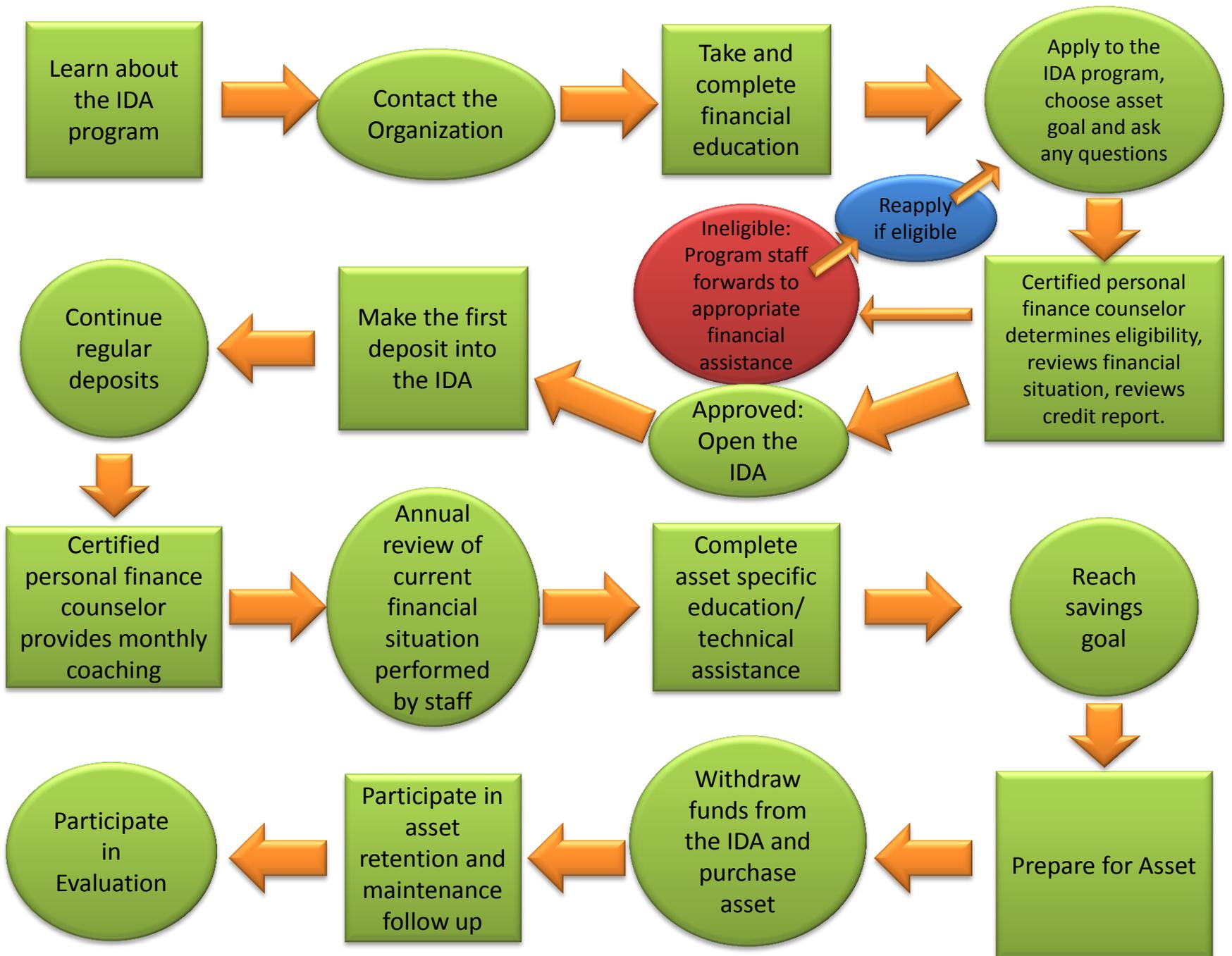


Analysis of Monthly Deposits



Workflow

- Utah Individual Development Account Network





Questions for the Guest Speakers



Contact Information

For general questions about the AFI program,
visit www.idaresources.org.

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- **Vickie Johnson**
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- **Kate Griffin**
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- **Martha Wunderli**
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martha@faircredit.org



Thank you!

Assets for Independence Resource Center

- AFI Resource Center:
 - 1-866-778-6037
 - info@idaresources.org
 - www.idaresources.org
- AFI Program Website:
 - www.acf.hhs.gov/assetbuilding