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HOW TO CELEBRATE WORLD THRIFT DAY

INTERNATIONAL SAVINGS BANKS INSTITUTE
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W O R L D T H R I F T D A Y

World Thrift Day is the annually recurring culmination of the Savings Banks' activities. It is the ideal occasion for familiarising all sections of the population with the idea of thrift, to impress upon them the economic importance and ethical value of thriftiness and convince them of the necessitiy of saving. Saving is one of the prerequisites of our existence, a sure road to prosperity and success and consequently an important factor in every individual's life.

It is the great merit of the men who assembled in Milan in 1924 for the First International Savings Banks' Congress that they took the decision to introduce an annually recurring date (31st of October) on which to propagate the concept of thrift all over the world. Their resolution read as follows:

The Congress expresses the wish that in commemoration of the first international meeting of Savings Banks the last day of the Congress be celebrated all over the world as "World Thrift Day" as a demonstration of the importance of thriftiness. This day shall not be a day of rest, but a day of work, on which everybody's activities shall be inspired by the ideal of thrift, a day which is to be devoted to the dissemination of this ideal by example, word and picture.

50 years have passed since that time. The idea of World Thrift Day has remained alive, it has in some countries gained increasing importance and at the same time appreciably strengthened the position of the Savings Banks. It is our wish to stimulate this development and to make the experiences gained in organising and celebrating World Thrift day available to the Savings Banks of all countries. That is the purpose of this survey. It contains suggestions and hints which may serve as basis in drawing up concrete publicity plans attuned to the interests of the individual countries. It is hoped that these will be of use to the Savings Banks of all countries in preparing for World Thrift Day!

KEYNOTE

Varied as the nature and form of the means of publicity brought into play on World Thrift Day may be, however much perhaps also local or regional peculiarities may condition different conceptions in carrying out publicity measures - everything that happens on World Thrift Day should be inspired by a guiding thought. A slogan, a short catch-phrase or battle-cry, at the same time an exhortation and an inference - such as : Save and help yourself - must recur predominantly in all publicity material and in all publicity measures. Whether it be the title page of printed matter, posters newspaper articles, displays, lectures or other events, this slogan should be embodied as title, as concept, as the focal point of the publicity matter.

The slogan should be accompanied - driving it home and enhancing its effect - by the picture. Not as a mere illustration, but as a graphically expressed complement of equal value. Text and picture must merge into a sharply defined and clearly recognisable entity and become the symbol of World Thrift Day.

Slogan and graphic symbol together form the guiding thought of the publicity for World Thrift Day. The possibilities of employing it are legion, and the success of failure of World Thrift Day largely depend on its effectiveness.

On the following pages particulars will be found of publicity means and measures for World Thrift Day. If the guiding thought is not again explicitly mentioned in each case, this is only because it is stated here and now that it must on principle be part of all publicity for World Thrift Day.

BROCHURES

These are suitable for detailed expositions on subjects of general interest. Many and varied are the possibilities of supplying interesting information on all aspects of the Savings Banks' activities in well planned and easily digestible brochures. World Thrift Day is the ideal day for the distribution of such brochures among all sections of the population likely to be interested.

Besides auch informative literature in general, brochures may also be issued which appeal to specific population groups. Some examples:

Housewives appreciate a household book which introduces them into the "secrets" of budgeting and saving and which convinces them by means of worked out examples of the advantage of good husbandry.

The rural population has its own peculiar problems. Due to the nature of their work they have been preoccupied with saving since times immemorial. Sound advice, useful hints and practical suggestions on how to rationalise will always be welcome to them.

Officials, civil servants and employees want to know how to achieve greater prosperity and the fulfilment of long cherished wishes by using their income to good advantage.

The workers are equally interested in the answer to this question. In their case, publicity for payroll or factory saving schemes, which are common in some countries, presents further opportunities.

Young married couples are concerned with acquiring or adding to their furniture or household equipment. A detailed finance and purchase plan will help them to work out their problem.

Educational authorities and teachers require ample explanatory and illustrative material to enable them to teach the youngsters thriftiness, which is nothing but the expression of an attitude towards life, and to save.

Well planned brochures are means of publicity with an enduring effect. Their use for World Thrift Day will produce corresponding results.

THE SAVINGS BANKS' JOURNALS

In several countries the Savings Banks publish their own journals which appear at regular intervals. These journals are displayed on the Savings Bank's counter, often also sent to all clients of the Savings Bank, or, in so far as they are intended for specific population groups (housewives, the rural population, the middle classes, children, etc.) distributed among the members of these groups.

At the first sight the difference between brochures and journals might not appear to be particularly great. What distinguishes the journal from the brochure, however, is its topicality. In journals it is possible to deal with important topical questions. Their generally lower cost of production permits a more generous distribution.

On World Thrift Day the important thing is to teach people thriftiness and to save, to kindle the will to save in young and old alike. Not only should the Savings Banks themselves deal with these subjects in their journals and devote a prominent place to them in the text and among the illustrations, but also leading personalities in public life and in business should be induced to speak. The larger the number of prominent people who subscribe to the principle of planned thrift, the greater will be the response among the people and the educative effect.

There are many ways of distributing the journals: despatch by post, direct distribution at the Savings Banks' counters, in government offices and factories, in schools, societies and clubs, at lectures and exhibitions, etc.

POSTERS

For World Thrift Day the Savings Banks cannot do without posters as a means of publicitiy.

In every country only a single poster for World Thrift Day should be produced, but this should be printed in large numbers. It should clearly and effectively illustrate the chosen symbol and slogan, driving its message home, reminding, exhorting, convincing. Slogan, picture and a reference in the text to the date of World Thrift Day are the elements of the poster which must stand out. In addition, the name and address of the local Savings Bank may be shown at the bottom.

Where special circumstances do not admit of the production of a uniform poster, arrangements should be made for at least the symbol of World Thrift Day to be incorporated uniformly in all World Thrift Day posters.

The visual effect of the poster stimulates the readiness of the beholders to study also subsequent publicity material they may come across during the next days and to pay greater attention to the prospectuses, leaflets, direct mail letters, journals, lectures and other events organised by the Savings Banks.

In some countries poster publicity has proved to be the backbone of the whole publicity campaign for World Thrift Day.

The systematic distribution of the posters should begin about two weeks prior to World Thrift Day. Outdoor and indoor publicity are equally important.

Outdoor publicity: posters on hoardings and - where permitted - also on buildings. A concentration of the same posters on one single hoarding increases the effect and the degree of attention the passer-by pays to this means of publicity.

Indoor publicity: display of the posters in all Savings Banks, branch offices and agencies, in public buildings, factories, universities and schools, railway stations, hotels, business premises and shop windows.

PRINTED PUBLICITY MATTER

Prospectuses have the task of dealing more extensively with the concepts succinctly touched upon in the poster and of advancing our arguments in favour of saving.

Stimulation of the will to save, enumeration of the advantages to be gained by saving, clever psychological thrift promotion by intelligently selected examples - here a desire, there its fulfilment - that is, as in all brochures and journals, also the main content of the general World Thrift Day prospectuses.
In addition, prospectuses may also be issued which recommend specific forms of saving.

The prospectuses may also be subdivided according to different groups of recipients. The owner of a business, for example, patronises the Savings Banks for reasons that are very different from those of the clerk or the labourer. Housewives and children (see p. 11) must be approached in a different way again.

The distribution of prospectuses may again be done either by post or by handing them out directly. Another way of distributing prospectuses is an enclosure in newspapers, periodicals or trade journals.

Leaflets, the simpler form of the prospectus, are, because of their low cost of production, eminently suitable for large scale distribution. They may be used in similar ways as prospectuses, particularly where it is merely intended that every recipient should for a start be made aware of the fact of World Thrift Day and its meaning, prior to being informed in greater detail by other publicity matter.

Publicity letters are first and foremost a part of the Savings Banks' service to their clients and a means of keeping them up to scratch. On World Thrift Day a personal and sincerely worded publicity letter (duplicated or mimeographed) might be addressed to each client, thanking him or her for his or her faith in the Savings Bank and urging him (or her) to remain true to the Savings Bank also in future and to recommend this institution also to his (or her) relatives, friends and acquaintances. By means of publicity letters it is also possible - in so far as lists of adresses are obtainable - to approach entire professional groups or members of specific societies and clubs.

CO-OPERATION WITH THE PRESS

Proper co-operation between Savings Bank and press is indispensable to the success of World Thrift Day.

Press conferences, to which invitations are sent out prior to World Thrift Day and on World Thrift Day itself, present the best opportunity of achieving close contact with the representatives of newspapers and periodicals and of informing them fully of the significance, purpose and necessity of this day, and of the work of the Savings Banks in general.

An abundant selection of material for publication must be available for distribution among the journalists. Leading articles on the subject of World Thrift Day, articles on economic policy, figures illustrating progress and achievements, statistics, serial stories in praise of thrift - whether on the political or financial, the local news or entertainment, the women's or children's page: there is scarcely one field of journalism where a contribution about thrift could not find a place.

Interview with people of all classes and occupations, with politicians and prominent businessmen, reflect the interest shown everywhere in the principles and concept of thrift.

Up-to-the-minute news and pictures of happenings on World Thrift Day, the crowds at the Savings Banks, exhibitions and other events, celebrations in government offices, schools and factories etc. demonstrate the importance of this day to all and sundry.

Commentaries and reports of the results of World Thrift Day afterwards give the press another opportunity of doing justice to this culmination of a year of Savings Bank activity as an event celebrated all over the world, of describing how it went off, and of summarising the impressions and experiences connected with it.

PRESS ADVERTISING PUBLICITIY

Nor must advertisements in the press be underestimated as a factor in focusing the interest of as many people as possible on the event of World Thrift Day. By advertisements in newspapers and periodicals large sections of the population may be reached quickly and effectively, taking into account the composition of the subscribers in each particular case. Of course, the World Thrift Day symbol must never be omitted. The importance of saving to the individual and the community should also be stressed.

If a systematic advertising campaign is conducted, a series of advertisements published at regular intervals is an extremely important part of the overall publicity campaign.

A variety of eye-catchers, new topical arguments, the enumeration of various exceptionally attractive and successful forms of saving,the quotation of wishes which everyone likes to see fulfilled and can see fulfilled provided savings are deposited regularly - many are the possibilities of a series of advertisements which can catch the eye again and again. Fundamentally, however, they always remain the same, and as the "parting shot" they always end their message with the slogan of World Thrift Day.

No less important is press advertising when exhibitions, lectures or other events or surprises - which all Savings Banks want to arrange for their client calling on them on World Thrift Day - have to be announced. The local papers with their relatively low advertisement rates then become important publicity instruments.

FILM PUBLICITY

The effect of a propaganda film on an audience is powerful and enduring. Whether it be a cartoon or a normal film, it enjoys undivided attention. It need by no means only be shown in cinemas. Propaganda films can equally well be shown with even greater effect at exhibitions and other events, during lectures and courses,

and particularly in schools and on the Savings Banks' own premises and - where enough suitable projection apparatus are available - even in shop windows.

By tacking a few feet of film showing the World Thrift Day symbol and slogan to the end of a film, or in the case of a sound film, a few well chosen words pointing out the significance of this day, any propaganda film dealing with saving can be turned into a topical World Thrift Day propaganda film.

RADIO AND TELEVISION PUBLICITY

The importance of saving and the significance of World Thrift Day can be presented very forcibly over the radio. Close contact with the broadcasting companies and their different departments is therefore just as important for the Savings Banks as good contacts with the press.
Consequently also representatives of the broadcasting companies should be invited to attend the press conferences.They must also be supplied with an abundance of material about the work of the Savings Banks and the various events it is proposed to organise on World Thrift Day. Suggestions and hints on the preparation of such broadcasts facilitate and stimulate the desired co-operation on the part of the broadcasting company in disseminating the concept of thrift. Almost every production department of a broadcasting company has the opportunity of making some contribution towards World Thrift Day:

The children's hour can bring home to its young listeners the nature and benefits of thrift in the appropriate form of a fairy tale or story adapted to the intelligence of children.

The schools broadcasts explain the meaning of the concepts "money and currency", point out the many functions and the necessity of a medium of exchange, provide an insight into the work methods of the Savings Banks and demonstrate by numerous examples from the past and the present the value of benefits of every real act of thriftiness.

Woman's hour is, of course, traditionally concerned with family and household problems. When household questions are the topic there should be no lack of examples and advice on proper budgeting and saving.

In broadcasts on economic topics the listeners can be acquainted with the successes achieved by the Savings Banks by means of statistical and financial reports and the importance of saving from the point of view of economic policy can be explained to them.

Also in the broadcasts for farmers it will be possible to deal with the subjects of saving and World Thrift Day in many forms.

Nowadays also television has proved to be an excellent means of publicity. The picture of the speaker or the press conference completes the word of mouth and makes it lively. Presentation of short films would do very well. To a still higher degree than for broadcasting close co-operation between the Savings Banks on national level is necessary for publicity through television.

MEETINGS

During the weeks prior to World Thrift Day it is advisable to arrange publicity meetings everywhere. They are a very suitable means of inspiring interested audiences with enthusiasm for the concept to thrift, of explaining the meaning and purpose of World Thrift Day to them and of acquainting them with the many advantageous saving schemes available in the country concerned.
If at such meetings not only lectures are held, but also lanternslides or films shown, exhibits displayed and explained and if, in addition, the programme is enlarged so as to include music or other items of entertainment, their appeal, effect and result can be made even greater.
Also the housewives' afternoons, which have already become traditional in some countries, the meetings of members of various occupation groups for courses or debating sessions may be enlisted to strengthen and consolidate the ties between the Savings Bank and the population.
Where it is not possible for Savings Banks to organise publicity meetings of their own, publicity material (brochures, prospectuses, leaflets) should be distributed among the audience at public meetings, club meetings and the like.

CELEBRATION OF WORLD THRIFT DAY

Besides the celebrations in schools, which may be arranged everywhere with the help of the Savings Banks (see p. 11) also other opportunities should be seized to organise celebrations on World Thrift Day itself.

For their own exployees it is advisable for the Savings Banks to have their celebration on the eve of World Thrift Day, because on the day itself everyone must be present to attend to and advise the clients. Often also public manifestations or celebrations with prominent personalities as speakers are calculated to underline the significance of World Thrift Day.

EXHIBITIONS

The publicity measures which the Savings Banks can take for World Thrift Day also include the organisation of exhibitions. As a rule such exhibitions will be confined to the big towns, but in some countries the results achieved with small mobile exhibitions travelling from place to place have been quite good.

Well publicised (posters, advertisements, prospectuses, leaflets in all letter boxes and factories, catalogues, press conferences, broadcasts), such an exhibition will have to record the numbers of visitors before and on World Thrift Day and thus contribute to a large extent towards popularising the work of the Savings Banks and the principles of saving.

There are scarcely any limits to the possibilities of organising an exhibition. One may be content with showing the present position of the Savings Banks in a readily comprehensible and illustrative way and give details of their variegated activites. Statistics, displays, photographs, drawings and other decorative elements illustrate the successes and achievements of the Savings Banks, show the amounts of deposits and withdrawals, number of savers, capital policy and investments, and testify to the position of the Savings Banks in the financial, political and economic structure of a state. The exhibition may be expanded by the inclusion of historical elements. Historical events, details about the origin and evolution of money and currency, about the foundation and growth of the Savings Banks, about the origin and concept of saving, old documents about forms of saving in early times, money boxes of all centuries, pictures and figures of old masters - everything may be included in the exhibition, makes it more comprehensive, more diversified and increases its publicity value.

Conducted tours of the exhibition, in which first and foremost the schools, but also youth clubs, societies, clubs and factories should be interested, ensure

that as many people as possible have the opportunity of seeing the exhibition and thus of recognising the necessity of saving.

WINDOW DISPLAYS

The fundamental thought behind World Thrift Day and the different ways of saving and the objectives that can be realised thereby may be effectively illustrated by attractive window display pieces. These should be displayed, with attractive, tasteful decorations, in all the windows of the Savings Banks, their branch offices and agencies. Often also the owners of shops may be found willing to make space available for these display pieces in their shop windows.
Every opportunity for window display publicity which presents itself must be seized, because shop windows are no doubt in all countries an attraction of the first order. Their publicity effect is correspondingly great. Therefore the display pieces, dealing with the World Thrift Day slogan in many variations, will considerably help to convince the public of the value and usefulness of thrift.

INTERIOR DECORATION

All parts of the Savings Banks' premises accessible to the public, as well as their branch offices and agencies, should present a festive appearance on World Thrift Day: flowers on tables and counters, posters with World Thrift Day slogans on the walls, greenery at the entrances and along the front of the buildings. Where possible, the window display pieces devised for the shop windows should also be displayed in showcases and on tables.
Brochures, prospectuses, journals - in fact, all publicity material intended for distribution - should be scattered around in ample quantities in readily accessible places. Employees of the Savings Banks or, where there is a shortage of staff, notices should urge the public to take this printed matter home. In addition this publicity material is also handed to the clients at the counters. Where the size of the premises permits, small exhibitions may be arranged, films shown or other displays organised.
All in all the festive decoration of the Savings Banks should make the significance of World Thrift Day clear in an impressive and difnified way and give it the air of a festive occasion.

GIFT VOUCHERS

In many countries the Savings Banks issue throughout the year gift vouchers or pass-books with a gratis initial deposit to new born babies, as an encouragement and a spur to children starting school or as a wedding present.

World Thrift Day presents many additional opportunities for issuing such gift vouchers:
In the first place it will be the schoolchildren who may be presented with a gift voucher on the occasion of the celebration of World Thrift Day and for whom the receipt of same will be an inducement to open a savings account and to begin to save regularly. In this case, it is the Savings Bank which is liable for covering the amounts shown on the credit vouchers. This applies also to credit vouchers which are issued as a present, for example to all clients who call on the Savings Bank on World Thrift Day or which are issued direct by the Savings Banks in some other form. The large percentage of credit vouchers deposited and the frequent opening of new savings accounts which this entails justify certainly the costs with such a publicity scheme involved.

Another method of issuing gift vouchers can be adopted in factories, societies and clubs. Socially minded business managers who have recognised the value and importance of regular saving may be found prepared to issue gift vouchers to their staff on World Thrift Day which may be handed in to a Savings Bank and the value of which is credited to an existing savings account or one to be newly opened. The countervalue of the vouchers is furnished by the firm. This form of teaching people to save, which is particularly easy to put into effect where payroll saving is already practised, can do much to strengthen the position of the Savings Banks and increase the number of their clients. An intensive publicity campaign on the part of the Savings Banks, addressed at the owners of business firms, may lead to new ways for issuing gift vouchers being found and adopted.

SPECIAL PUBLICITY FOR YOUNG PEOPLE

A special place in the publicity campaign for World Thrift Day is due to the publicity means and measures which are chiefly intended to interest and rope in the youngsters.

Part of this special publicity is in the first place addressed at the parents and the educators, another part at the youngsters themselves. Parents and educators, leaders of youth clubs and - not to be forgotten - the educational authorities should be informed how a real urge to save can be engendered in the pupils and what forms of thrift education can be recommended. Special brochures and prospectuses must explain this, articles in educational journals advise the teachers and direct mail letters the parents of pupils and young workers; at lectures and debating clubs, meetings of parents and teachers, conferences with the educational authorities, all parties responsible for educating the youngsters should be made to grasp the idea behind thrift education and induced to co-operate in the endeavours of the Savings Banks to teach the youngsters to save.

It should be remembered that besides the pupils of elementary, secondary and technical schools also the young workers are among the youngsters to whom the Savings Banks pay special attention on World Thrift Day. They deserve at least a direct mail letter of their own and their chiefs as well as their parents and instructors should be approached.

The youth publicity compaign is, of course, also conducted under the slogan of World Thrift Day. In the schools (and, if possible, also in factories with young workers) World Thrift Day should be commemorated at celebrations. In countries where "saving" is already a standard subject on the curriculum, the significance of this day will also be honoured in class. School Savings Banks and savings clubs should also be enlisted in the publicity campaign. The Savings Banks themselves should invite the children to visit their premises; exhitions should, wherever possible, be visited by conducted parties, and in addition an abundance of educational, pictorial and publicity material for children should be available which is intended to arouse their inclination to save and presents a powerful initial inducement for them to do so.
Competitions with prizes for the best essays, drawings or handiwork have proved to be especially effective means of interesting the youngsters in the idea of saving. Such competitions can best be arranged at school with the co-operation of the teachers. On the panels of jurors should be parents and teachers as well as representatives of the Savings Banks. The prizes can be awarded on the

occasion of the celebration of World Thrift Day. Also the display at an exhibition of the best efforts of the pupils of a town, province or a whole country can definitely be recommended. Experience has proved that children are very interested in visiting such exhibitions, so that also in this way the subject of saving is driven home again.
Of the multitude of individual measures which make up the publicity campaign intended for the youngsters some other possibilities are mentioned below:

World Thrift Day posters in all schools, as well as special posters calculated to interest the children

Instructional pictures and wall-pictures for permanent display in all schools

Special journals for the children

Money boxes for every child

Brochures and prospectuses which, adapted to the children's imagination, illustrate the road to and advantages of saving.

All children everywhere are happy with small articles for daily use which they receive as presents from the Savings Banks. One may, for example, distribute: copy books, copy book covers, bookmarks, blotters, games, pictures for cutting out or colouring, publicity cards and stamps, small books, picture books and albums, rosters and many other things besides.

MISCELLANEOUS

The list of publicitiy means and measures given so far does not and cannot claim to be complete. Too wide is the field of publicity, too many the methods of approach, for a brief outline to be able to include everything the Savings Banks all over the world can do to make people everywhere aware of the signigicance of this day.
Some forms of publicity not touched upon so far may be mentioned in order to make these suggestions more complete:

The publicity stamp - about the size of a postage stamp - with the World Thrift Day motto in words and illustrated makes publicity on letters, documents and extracts of the accounts sent out by the Savings Banks for the concept of thrift and is also suitable for sticking on envelopes.

Publicity gifts of all kinds - from the representative gift to the smallest present - strengthen the contact between the population and the Savings Bank and are most welcome everywhere, particularly if the gifts are really useful. Money boxes are a strong inducement to save at home. Their distribution should be especially pushed on World Thrift Day.
Reminder postcards to holders of money boxes advise these to have them emptied at the Savings Bank on World Thrift Day and may also promise them a small gratuity or publicity article for doing so.

It is true that as a rule calendars are only distributed just before the end of the year. But if one wants one's calendar to be the first gift of its kind to be in the recipient's posession and to be appreciated accordingly, calendars may quite well be distributed as early as World Thrift Day.

Often the Savings Banks also avail themselves of the occasion of World Thrift Day to benefit the common weal by donations and endowments of all kinds. Such social actions underline the importance of savings as one of the chief factors in humanitarian thinking. Thrift is thus seen to be not only providence on behalf of the individual, but also a blessing for the community.

CONCLUSION

In conclusion it may be stated that the thoughts and objectives of those idealistic men, who in 1924 took the decision to introduce an annually recurring World Thrift Day, have to a large extent been realised. The ever widening diffusion of the concept of thrift and the ever increasing reponse aroused by the 'Savings Banks' publicity, particularly on World Thrift Day, in all sections of the population and national economy, are strong and significant indications of the fact that the importance and the necessity of thrifty living and ceaseless provision for the morrow are once more becoming firmly entrenched in people's minds today.

Thanks to its variety and concentration the publicity for World Thrift Day often has a suggestive effect and is for many people the decisive final impetus to start them saving. In view of these facts it is certain to reap both idealistic and material rewards provided it is properly handled and sound arguments are used.