

# PRIZE-LINKED SAVINGS IN WISCONSIN

How Saver's Sweepstakes®  
is Helping Consumers Save



## WHAT IS SAVER'S SWEEPSTAKES?

Saver's Sweepstakes® is a prize-linked savings account offered by Wisconsin credit unions. Thanks to legislation passed in 2017, consumers are able to earn entries into drawings for cash prizes by making deposits into qualified savings accounts.



### Honored in Wisconsin!

Saver's Sweepstakes was recently honored as a recipient of the 2022 Governor's Financial Literacy Awards, which recognizes individuals and organizations for their excellence in increasing financial literacy, capability, and inclusion among Wisconsin citizens.

## WHO HAS SAVER'S SWEEPSTAKES ACCOUNTS?



are financially vulnerable (low-middle income, no regular savings or few liquid assets)



also have high debt or insufficient emergency savings



53% don't save regularly



48% don't have emergency savings for 3 mo.



54% have some income volatility



50% have high debt

## WISCONSIN PRIZE-LINKED SAVINGS RESULTS

- \$25.9M currently saved
- 26 participating WI Credit Unions
- 15,755 accounts
- \$1,645 average balance



[Learn More at theleague.coop/savers](https://theleague.coop/savers)