

Tips for Supporting AFI IDA Holders

Small program design elements can help your project successfully support participants through asset purchase. Here are some tips for helping participants while they are saving for their asset purchase.

Offer regular support to AFI IDA holders.

- Meet with participants to adjust their plans as needed to accommodate changes in financial situations.
- Help participants reconnect with their original dream of what they are saving for.
- Connect participants to resources in your community that can help them reach their savings goal (e.g. scholarship programs, public benefits, and resource fairs).

Make deposits easy.

- Help participants sign up for direct deposit into their IDA accounts.
- Pre-fill deposit slips and envelopes when a participant needs to or prefers to mail deposits.
Remember: The AFI Act does not require monthly deposits. AFI projects can design their own requirements. More flexible deposit schedules can help your project better serve IDA holders with irregular income, like students and seasonal workers.

Send reminder text or email messages before deposits are due.

Messages can emphasize attainment of the goal, remind of potentially “losing” out on IDA match, reinforce intentions, and compare participants to peers. The more specific these messages are, the better they can serve the participant.

- “Don’t lose your \$300 match! Remember to make your deposit this week!”
- “You’re only 2 deposits away from realizing your goal! You’re doing great!”
- “You’re only 2 deposits away from your new home!”