

FEATURE MESSAGING

Saving Goals

Key Messages:

- Save for the things that matter most.
- Create a custom saving goals.
- Option to set up automatic transfers toward savings

Approved Marketing Messaging:

Headline:

Money doesn’t save itself.

Body copy:

Spruce lets you automatically put money away for an emergency, a surprise expense, or those big purchases on your “someday” wishlist. Take the stress out of saving.

Disclaimer:

The SpruceSM Savings Account is established by Pathward, N.A., Member FDIC.

Do NOT Say:

- Avoid “automated savings”

