



Power Move #3 Wake up Your Savings!



Free Virtual Coaching
30-minutes w/ Mr. Norman

Are you tired of your money being the only thing in your classroom that gets to nap? It's time to stop the "snoozefest" in your bank account and **get your dollars engaged!**

The Lesson Plan: **Saving vs. Investing**

Before we ring the bell, let's clear up any confusion. Think of your money like your students: some are sprinters, and some are marathon runners.

- **Savings (Short-Term):** This is your "6 months to 4 years" money—think vacations, a "new-to-you" car, or a house down payment.
- **Investing (Long-Term):** This is for the long haul, like your toddler's college fund or a retirement that actually feels "comfortable."
- **Checking Account (Bills only):** Cash sitting in a standard checking account is just **lazy money**, currently paying **0-0.1%** at most major banks. It's time to send it to detention or, better yet, put it to work!

Top 3 Power Moves to **"Wake Up" Your Cash**

Don't let your "Emergency Fund" or "Summer Savings Account" sleep on the job. Consider these high-energy moves instead:

1. **Open a High-Yield Savings Account (HYSA):** Offers interest rates **30-40x better** than the "big monster megabanks," as Clark Howard likes to say. There are plenty of HYSAs offering competitive rates (see [Bankrate.com](https://www.bankrate.com)).
2. **Open an Individual Brokerage** account: Set your "settlement fund" to a high-yielding cash or money market account paying **4.1%** at time of writing. A "set it and forget it" win!
3. **Open a Summer Cash** account with NC State Employees' Credit Union ([SECU](https://www.secu.com)): Specifically for 9, 10, or 11-month educators, the Summer Cash account math is also a no-brainer win, paying a competitive **4.1% interest** at the time of writing.



Is your money awake yet?

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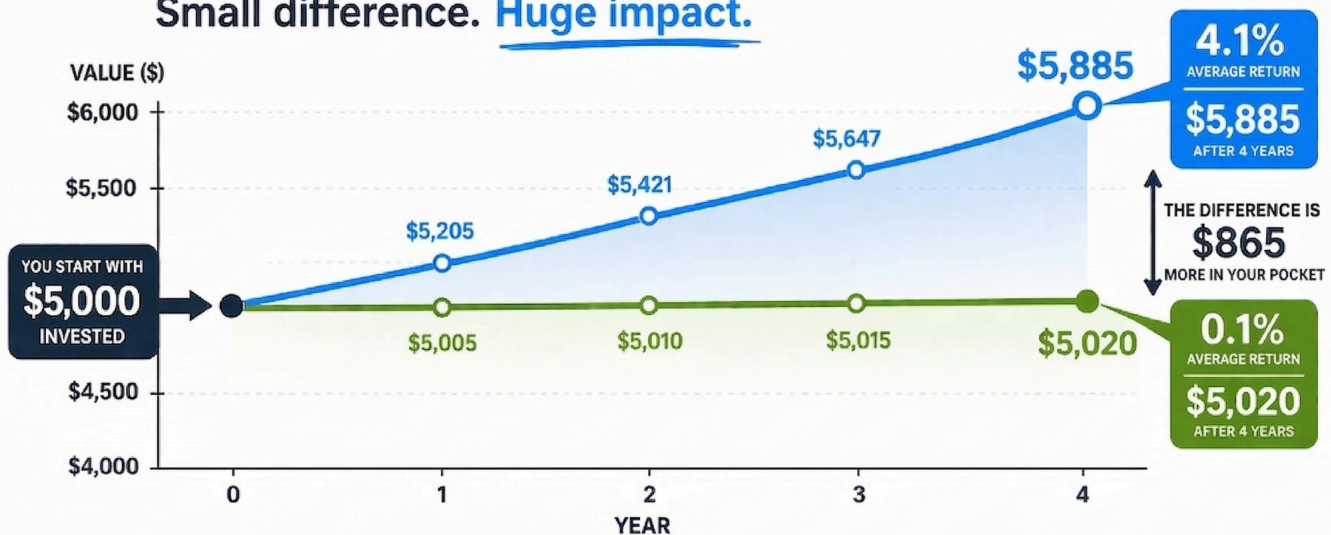
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Visualizing Your Money at Work

The "Lazy vs. Productive" Money Comparison

THE POWER OF 4.1% VS. 0.1%

Small difference. Huge impact.



 Same \$5,000. Same 4 years. | ONE EARNS **4.1%** | THE OTHER EARNS **0.1%** | A SMALL DIFFERENCE IN RATE CREATES A **BIG DIFFERENCE** IN RESULTS.

Testimonial

I have banked with SECU (since 1994) because they fund multiple \$10,000 community scholarships, have an excellent, affordable Will and Estate Planning service, and provide loans to many of the megabanks will not touch, so I love supporting them and keeping my checking account there. However, for my savings, brokerage accounts (Vanguard, Fidelity, Schwab, etc.) offer excellent interest rates in their settlement funds (4+% at time of writing) as does my HYSA. Moreover, like several others, my HYSA employs behavioral finance to both motivate and organize my sinking funds. How? By utilizing built-in FinTech to create separate "buckets" in the same account. See [Power Move #12: Ally, Your Friend with Benefits](#) for details.

Make your savings work as hard as you do!

David Norman, NBCT
Chief Ambassador, [Take10™](#) for Financial Fitness



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