

Article Link

<http://fsp.bc.edu/impulse-saving-may-be-%E2%80%99new%E2%80%99-new-thing/>

Impulse Saving May Be 'New' New Thing

IPA's US Household Finance Initiative is working to test a path to savings that allows customers to save on impulse. An excerpt:

“People have intentions to save” but “get derailed by the lack of a clear, easy path to start saving,” said Innovations for Poverty Action's (IPA) Jonathan Zinman, a Dartmouth College economist who worked with Coleman to create the product. The non-profit IPA granted \$15,000 this month to set up RiteCheck's program.

IPA is testing other programs for low-income people, including a savings account with a low \$15 minimum deposit at a Washington, D.C., credit union and a debt-repayment program at a Tulsa, Okla., tax-filing service.

[For the full article, click here.](#)

February 16, 2012