COMMUNITY BANKERS OF IOWA

Making A Difference

On MAIN STREET

COMMUNITY BANKING MONTH
PROMOTIONAL & MEDIA TOOLKIT

CBI
COMMUNITY
BANKERS OF IOWA

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April 2019 Community Banking Month

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TALKING POINTS

- April is National Community Banking Month. Here in Iowa, and at your institution, we will be celebrating community banking.
- This is an opportunity to spread the word about what makes your bank special, especially your connections to your community.
- The entire bank staff can play an important role in the educational process. Take advantage of this celebration, and use it as an opportunity to speak out about the ways in which your bank is a vital contributor to your community.

Why Community Bank Pride?

- Community banks are the **SAFEST**, **SOUNDEST**, and **MOST SECURE** financial institutions in the state.
- Your bank is part of a statewide network of over 300 community banks representing more than 1,000 communities across Iowa and employing over 5,000 Iowans.
- Iowa's community banks have in excess of $3.2 billion dollars in loans to consumers, small businesses, and the agricultural community.
- Community banks pay millions of dollars in taxes to Iowa and their local communities.

What Makes A Community Bank?

- Locally owned and operated.
- Local reinvestment of deposits in residential mortgages, small business loans, and agricultural and student loans.
- Community-oriented management philosophy.

Why Are Community Banks Unique?

- Local residents control the bank as shareholders and/or account holders.
- Community banks are the primary funding source for most local construction projects and residential mortgages.
- Community banks channel most of their loans to the neighborhoods where their depositors live and work, helping to keep local communities vibrant and growing.
- Because community banks are themselves small businesses, they understand the needs of small-business owners. Their core concern is lending to small businesses and farms.
- Community bank officers are typically deeply involved in local community affairs.

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Ideas on Celebrating COMMUNITY BANKING MONTH

Host An Open House

- Contact your local Chamber of Commerce to let them know about Community Banking Month and ask to hold a Business After Hours event.
- Call your local legislators and invite them to have lunch at your bank (with your directors!) during Community Banking Month.
- A new branch is something to celebrate! Invite your customers to join you at your new location!
- Offer to give bank tours to your local elementary school kids. Everyone loves a field trip! Make sure to promote CBI's Money Smart Week Poster Contest while students are in the bank *(see last page of this Tool Kit for Contest rules and guidelines)*.

Spotlight and Assist Local Entrepreneurs

- Offer to do an information session for local prospective entrepreneurs who are interested in starting a small business. Outline how the application process works and how community banks like yours have the local expertise to help them get started.
- Partner with the local chamber of commerce or county government, hold a small business forum to help connect successful local small businesses with start-ups.
- Partner with the local chamber of commerce to host "Go Local" mixers to help connect small business owners with local providers to reward customers who shop locally.
- Encourage friends and family to "cash mob" a locally owned and operated small business.

Decorate Your Bank

- Do something special to decorate for Community Banking Month, and poll the bank staff for fun and interesting ideas.
- Display posters submitted to your bank for the Money Smart Week Poster Contest around the office.
- Set up a place in your lobby to highlight local small businesses your bank supports.

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Ideas on Celebrating COMMUNITY BANKING MONTH

Get Your Customers Involved

- Drive donations for your local animal or homeless shelter, organize a blood drive, canned food collection, or even a cell phone collection!
- Host a cookout in your parking lot to show your customers you care about the community!
- Host a “Shred Day”, offering your customers hard drive and document shredding while educating them on identity/account security.

Appreciate Your Customers With FREE Stuff

- Raffle gift baskets or other cool and exclusive items to your customers.
- While you are promoting Community Banking Month, tie in new products and services available to your customers. Reward your customers with special discounts during Community Banking Month!
- Have a contest to encourage your consumer banking customers to use as many local merchants as possible. Offer prizes supplied by the small business owners.

Promote Money Smart Week Poster Contest

In your community, encourage schools and students in 2nd-6th grades to enter the Money Smart Week Poster Contest and vie for a chance to win a Certificate of Deposit! Grand Prize winner receives a $600 CD and the 2nd & 3rd Prize winners receive a $300 CD! *(Prize CDs will be set up at the winning banks, but are entirely funded by the CBI Education Foundation - there is no cost to the bank.)*

- Make sure to display submitted posters around your bank.
- The Money Smart Week Poster Contest rules and guidelines are on the last page of this kit, or for more information visit the Money Smart Week Poster Contest page on the CBI website.

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CAPITALIZE ON MEDIA

Press Releases, Media Advisories, and Photos (FREE)

- Many local papers cover local events – so make sure they know about yours.
- Send out media advisories inviting local TV and paper reporters to your event and be sure to greet them when they show up!
- Follow up your event by sending a press release and digital photos to your local paper. Remember, photos and captions get more reader attention in local interest sections!
- Have your customers take selfies or short videos at your bank or local community businesses to promote on your social media outlets. Maybe even have a selfie contest for customers who visit the most local businesses!

Radio Advertising

Is your bank looking for a new radio spot? Try one of ICBA's 60-second sample radio ads:

- Red Tape Download MP3
- I Am Main Street Download MP3
- From the Hall of Congress Download MP3
- Positive Legislation Download MP3

Video Posts

Try posting videos that spotlight community banking and Going Local on your website and social media channels. Here are some samples:

- Community Banks: Know the Difference Download Video File | YouTube Link
- Who You Trust With Your Money Matters Download Video File | YouTube Link

Print & Web Advertising

- Take out an ad in your local paper, merchandiser, or business journal.
- Place a Community Banking Month banner on your own website.
- Profile your small business customers in your local advertising. Demonstrate that you are making a real difference in the community by supporting local small businesses.

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Ideas on SOCIAL MEDIA

Keeping up with social media doesn't require hours of your time. Taking advantage of social media channels offers your bank a whole new way to nurture relationships and connect with customers and community members. Get them excited to celebrate Community Banking Month at your bank! You can also work with your small business customers to host guest blog posts, where you can share content and speak to new audiences on your blog as well as theirs.

When engaging in social media, be sure to use the #BankLocally and #GoLocal hashtags to be a part of the conversation. Here are some sample social posts:

- My #CommunityBank is friendly and knows me by name. Does yours? If not, make the switch today: banklocally.org #GoLocal #BankLocally
- Find a #CommunityBank you're proud to bank with at banklocally.org #GoLocal #BankLocally
- Want to support your local economy year-round? Bank with a local #CommunityBank banklocally.org #GoLocal #BankLocally
- I love to shop, dine and bank local! #ProudMainStreetSupporter #GoLocal #BankLocally
- You shop locally. You eat locally. Why not bank locally? #GoLocal #BankLocally
- Treating people like people since 19XX [insert your founding year] Switch to a #CommunityBank #GoLocal #BankLocally
- #CommunityBanks: More than just a bank, they're your neighbors & your financial partner! #GoLocal #BankLocally
- You and your family's choices shape your community! Switch to a community bank today #GoLocal #Banklocally
- Real economic growth can start with you! Invest your money locally! #GoLocal #BankLocally
- Support Main Street all year round. Bank with your local #CommunityBank

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CBI's Community Banking Month

2019 BEST-OF-THE-BEST COMPETITION

Community Banking Month is your banks' time in the spotlight! Take pictures of your bank and employees doing what they do best - serving the community. Community Bankers of Iowa wants to know everything you did throughout the month to celebrate and spread the word about community banking.

Submit your activities to CBI's 2019 Best-of-the-Best Competition to see if your bank can win a pizza party for the entire bank staff, hosted by CBI! ***Deadline to enter is May 10, 2019.***

Entry Information

Please return completed form, description, and photographs by email, fax, or snail mail to:

- Krissy Lee at klee@cbiaonline.org or fax to 515.453.1498
- Mail to: Krissy Lee, Community Bankers of Iowa - 521 E. Locust St. Suite 202, Des Moines, IA 50309

Bank Name: _____

Contact: _____ **Title:** _____

Email: _____ **Phone:** _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Include with your Entry

Please include a full description of your activities with your entry form. Please include any additional marketing materials with your entry form; photos, social posts, press clippings, collateral, etc.

Winning Bank Receives...

The Community Banking Month 2019 Best-of-the-Best Competition winner will be announced in front of Iowa's community banking leaders during CBI's 48th Annual Convention, July 17-19, 2019 in Okoboji. The winning bank will also receive a complimentary pizza party for bank staff hosted by CBI, a feature in an issue of CBI's weekly e-newsletter *CommonCENTS*, and an article in the August edition of the *Community Banker Update*!

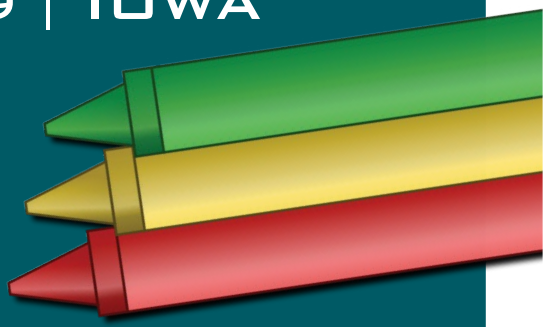
Entries must be postmarked by May 10, 2019.

If you have any questions, please contact Krissy Lee at 515.453.1495 or klee@cbiaonline.org.

MONEY SMART WEEK®

MARCH 30-APRIL 6, 2019 | IOWA

2019 POSTER CONTEST



1st Prize $600 Certificate of Deposit!

2nd & 3rd Prizes:
$300 Certificate of Deposit

CREATE A POSTER DESCRIBING THIS THEME:

WHY IS IT IMPORTANT TO KNOW ABOUT MONEY?

FOLLOW THESE RULES:

- Students in grades 2nd-6th are eligible; one poster per student.
- Art should be horizontal, 17" wide x 11" tall.
- Fill out Poster Entry Label and attach to the **BACK** (not front) of poster entry. ***Posters MUST have this label to be eligible.***
- Proudly display poster entries in your bank during Money Smart Week, March 30 - April 6.
- Submit poster entries to CBI office **no later than Friday, April 15, 2019.**

Poster Contest Sponsored By: CBI COMMUNITY BANKERS OF IOWA

Download the contest Marketing Kit and find more details at www.cbiaonline.org.
Winners will be chosen by April 30, 2019.

Need more information? Contact Krissy Lee at klee@cbiaonline.org.