



COMMUNITY BANKING WEEK 2021: *Growing Stronger Communities*

April 4-10, 2021

IDEAS FOR IN-BANK PUBLIC RELATIONS & PROMOTIONS

Community Banking Week is coming up April 4-10, 2021, and April is National Community Banking Month. Community Banking Week is a perfect opportunity to let your customers know that community banks will always be there for them. So with the uncertain environment, how can you still celebrate community banking week? Here are some ideas your bank may be able to use to successfully promote Community Banking Week in Illinois. The Community Bankers Association of Illinois wishes to thank you in advance for any visibility your bank can afford this important event.

Jean Days (or Dress-Down Days)

Every Friday in April, allow your staff to wear jeans (or at least dress down) for a small fee (i.e., \$5 per person per Friday). Then, give funds local charity(ies) and/or make a tax-deductible donation to the CBAI Foundation for Community Banking, which endows all of CBAI's annual scholarships.

Facebook Contests

Hold contests on Facebook and mail prizes to the winners.

Facebook Contest Ideas

- What is your favorite thing about our community?
- How many pennies are in the piggy bank pictured?
- April is National Humor month. Ask customers to e-mail a bank employee their favorite joke and post the winners on social media.

Support Local Business Customers

Send the winners of your Facebook contest a gift card to a local restaurant or shop. This is a great way to support local establishments and your business customers.

Order curbside service from a local restaurant and treat your community's hospital staff or emergency responders to a free lunch. This not only thanks a very deserving group of individuals but helps your small business customers.

Highlight a different business customer on Facebook every day.

Get Kids Involved

Record a financial literacy session and post it to your website and/or Facebook page. Or, record bank employees reading different kid's books out loud and share those on your website or social media, as well.

Add a coloring page to your website that kids can print and color at home. Or, hold a contest where kids are asked to draw a picture of your bank or create a banking-related poster. Have them send in pictures of their completed project and share the winners (or all submissions) on your Facebook page and/or website. Award a savings bond a day.

OVER

News Releases

Community Banking Week is a perfect time to send out a news release on how your bank is helping your community and customers, especially during this difficult time. Let the media and community know what you are doing to work with customers who have been financially affected by COVID-19. Let's blanket the media with encouraging news stories with a positive focus on community banks!

Customer Communications

Using the same artwork for all of your printed material, you may wish to create statement inserts for your customers. Additionally, you should make mention of Community Banking Week in bank newsletter(s).

Your bank may wish to take advantage of Community Banking Week as an opportunity to again emphasize safety-and-soundness or to elaborate on a special feature of your bank. Community Banking Week is the perfect time to remind customers of why community banks are important to the survival of the local economy.

Make something special of this time. Send a "Dear Customer" letter/email explaining the importance of community banking. Use your bank newsletter and statement stuffers, as well as mass media, to promote the your activities or give-aways.

This is a great time to promote your online and mobile banking services. Encourage your customers to take advantage of these options or to sign up now if they haven't already.

Special Products / Services

Now is an excellent time for your members to piggyback on the momentum of Community Banking Week with the introduction of a new product or service. You may wish to offer a special package for new accounts; you may want to tie in with special services for small businesses; you may even want to offer a special rate for loans or savings instruments during this period only.

Small-Business Accounts

Get your officer-call program in high gear with targeted accounts. The point is, while community banks are in the spotlight, you have an excellent opportunity to also develop business relationships.

April is also:

- * **Keep America Beautiful Month & Lawn and Garden Month** (*Arbor Day in Illinois is always the last Friday in April; Earth Day is always April 22 — give away flower or vegetable seed packets at your drive-up; have a drawing for landscaping services; tie in a "Go Paperless" theme whereby the bank makes a donation to the Arbor Day Foundation for all accounts to switch to paperless.*)
- * **Poetry Month** (*hold a poetry contest*)
- * **National Food Month** (*feature local restaurants; give away gifts cards from local restaurants or grocery stores*)
- * **Books to Brighten Young Minds Month & School Library Month** (*donate books or funds to your local school library/libraries*)
- * **Community Spirit Month**

**Share with us how your bank is celebrating! E-mail us with your plans! Tag us in your Facebook posts!
We want to share what your bank is doing with CBAI members statewide
on our social media and in our *Banknotes* magazine!
Contact Valerie Johnston at valeriej@cbaicom.**

ORDERING INFORMATION

Additional Lobby Posters:

Available in a limited supply from CBAI *at no cost*.

800/736-2224 — Ask for the Department of Communications -or- < bobbiew@cbaicom >

Mugs, T-shirts, Coloring / Activity Books, Pens, Balloons, etc.:

Available from **Regency360** (CBSC preferred provider) — Contact John Bybee via e-mail at jbybee@regency360.com or by phone at 217-653-4028. www.regency360.com/cbaicom/.

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