

# COMMUNITY BANKING WEEK 2020:

*Always Community-Focused!*



April 5-11, 2020

## IDEAS FOR PUBLIC RELATIONS & PROMOTIONS

Community Banking Week is coming up April 5-11, 2020, and April is National Community Banking Month. Although many of your planned celebrations and activities will unfortunately need to be postponed, this year's theme holds true now more than ever. Community banks are ***Always Community-Focused!*** Community Banking Week is a perfect opportunity to let your customers know that community banks will always be there for them. So with the current 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.

### ***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 Facebook. (We could all use a laugh right now.)

### ***Support Local Business Customers***

Send the winners of your Facebook contest a gift card to a local restaurant or shop. A lot of restaurants are still open for curbside pickup. Even if your business customers aren't open right now, most gift cards don't have an expiration date. This is a great way to support local establishments and your business customers. Or, hold a drawing for gift cards or prizes that can be mailed.

Order curb-side 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.

Encourage your local business customers to do the same. Ask them to choose a group and buy lunch for them from one of your community's small business restaurants that are offering curbside service.

Highlight a different business customer on Facebook every day.

### ***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). Donate the money raised to a local charity. Or, make a tax-deductible donation to the CBAI Foundation for Community Banking, which endows all of CBAI's annual scholarships.

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### ***Get Kids Involved***

With kids out of school for an extended period of time, you can help provide additional learning resources by recording a financial literacy session and posting 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 create a banking-related poster. Have them send in pictures of their completed coloring page or poster and share the winners (or all submissions) on your Facebook page and/or website.

### ***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 during this difficult time. Let the media and community know what you are doing to work with customers who have been financially affected by the COVID-19 virus. Let's blanket the media with positive news stories with a positive focus on community banks!

### ***Customer Communications***

Keep your customers informed and ease their worries. Let your customers know through website notices, Facebook posts, e-mails, etc., that your bank will remain open and will continue to serve them during this crisis, in the aftermath of the crisis, and always.

This is also 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.

*These are just a few suggestions of how your bank can still celebrate Community Banking Week. I'm sure each of you have a lot of great ideas to bring community banking to the forefront during Community Banking Week (and month) and during this unsettling time. We'd love to hear about what your community bank is doing and to share your ideas with other CBAI member banks! We can work together to make this year's Community Banking Week special!*

**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 Facebook page and in our *Banknotes* magazine!**

**Contact Valerie Johnston at [valeriej@cbaicom](mailto:valeriej@cbaicom).**

***We love community banks!***



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Send an e-mail to [valeriej@cbaicom](mailto:valeriej@cbaicom).**