



Getting Started

1. If you're an elected official, contact your United Way and one to two key financial institution partners. If you're from a community-based organization, contact your elected official.
2. Set a meeting with all area financial institutions and community organizations.
 - Prior to the meeting, work with community organizations to hold focus groups to document local financial services needs
 - Many communities have found it works well to have one meeting with financial institutions and a separate one with community organizations
 - Include in the agenda
 - Financial institution to join the elected official in the welcome
 - United Way or another community organization to share local need
 - Invite a "Bank on" speaker
 - Invite participation and share next steps
3. Choose chairs for your product, marketing, financial education and tracking committees.
 - Co-chairs have worked well in many communities.
 - Product Committee should be chaired by financial institutions, and include both financial institutions and community organizations in the committee
 - Marketing and Financial Education can be co-chaired by a financial institution and a community organization
 - Work with chairs or co-chairs to identify committee members
4. Begin committee meetings.
 - Set a target date for product launch and assign task timelines accordingly.
5. Announce to the public that the initiative is forming.
6. Meet monthly with committee chairs, and at least every six weeks with your full group to keep them informed regarding progress and campaign direction.
7. Develop financial education network or plan
 - Catalogue existing financial education resources in your community

- Determine gaps in addressing the core competencies needed for account management
 - Determine the most appropriate structure for advancing financial education in your community
 - For example, select a curriculum and conduct a “train the trainer” session
8. Create a marketing plan.
 - Assess in-kind resources available for campaign promotion
 - If a marketing pool is to be created, execute an MOU with your fiscal agent partner
 - Seek sponsorships or create a per-branch recommended fee
 - *Note: Bank on Indiana plans to create customizable materials that communities and financial institutions can print on demand.*
 9. Coordinate tracking mechanism
 - Confirm relationship with neutral tracking partner
 - Plan meetings with banks and credit unions to explain the tracking process
 - Should the committee wish to track results/outcomes not available via bank data, create mechanisms?
 10. Finalize participation commitments from financial institutions.
 - Many campaigns utilize formal MOUs
 - Some campaigns have also executed MOUs with participating community organizations
 11. Assist financial institutions in their internal training.
 - Distribute an FAQ document institutions can customize for internal use
 12. Set a soft launch date at least two weeks prior to the public announcement that the program has begun.
 13. Publicly announce that the products are available.

The National League of Cities is finalizing a “Bank on Cities” toolkit that will be available on line later this fall. In addition, Patty Avery of Old National Bank, who served as project manager for Bank on Evansville, is available to provide technical assistance. She can be reached via e-mail at patty.avery@oldnational.com or by phone at 812-465-7278.