



Bank On Indiana Participation Agreement (2012)

The State of Indiana may promote your local Bank On campaign through the Bank On Indiana website and in promotional efforts after your local Bank On committee co-chairs affirm the following basic steps have been completed and returned this document to the State Treasurer's Office:

- Stakeholder involvement** – We affirm that we convened and/or met with stakeholders that included both financial institutions and community organizations. An attendance list is available upon request.
- Research** – We affirm that we explored the need, opportunity and barriers for helping the unbanked “get banked” in our community. We can provide a simple description of the need, opportunity and barriers upon request.
- Planning and Development** – We affirm that we have active committees in the following areas, working to complete the minimum tasks.
 - The **Product** Committee developed/affirmed a set of “Bank On” products that meet the minimum expectations of 1) being opened by individuals with ChexSystems records (excluding fraud), 2) being low-cost or free to open, 3) have no minimum balance requirements, 4) free basic online services, and 5) possibly waive first set of NSF/overdraft fees.
 - The **Financial Education** Committee identified available free financial education opportunities that include account management and will be available regularly throughout the Bank On campaign. Financial education must be promoted and may be required or strongly encouraged.
 - The **Marketing** Committee developed a marketing and outreach plan and the resources needed to achieve marketing objectives.
 - The **Tracking** Committee seeks to measure the success of Bank On campaign. This may include working with the financial institutions to report aggregated information about number of bank accounts opened, types of accounts and number of accounts remaining in good standing after a period of time. At minimum, the number of accounts opened should be aggregated on a quarterly basis. Depending upon community, account tracking may be aggregated by the Federal Reserve Bank or Indiana Housing and Community Development, and other metrics may be tracked locally.
- Launch and Active Status** – We affirm that before we launch, we will have the critical steps above completed. We will report the launch date to the Treasurer's office so that our campaign may be included in *Bank On Indiana* materials. We agree to report to the Treasurer's Office if the Bank On committee disbands and is no longer active.
- Contact Info** – We are providing ways for the public and for organizations to contact us. (Please complete enclosed spreadsheet, as this aligns with statewide and national database.)
 - **Client / Public access** to information about our local Bank On campaign is available – please provide public e-mail addresses, phone with area code, website, Facebook, if applicable, etc.)
 - **Main contacts for Bank On Indiana e-mail distribution** (usually main organizational contact, key committee chairs, lead financial institution, community organization or mayor's office.)

Local Bank On Co-Chair Name Co-Chair (Community Organization) Date

Local Bank On Co-Chair Name Co-Chair (Financial Institution) Date

Local Bank On Elected Official, if applicable Date