

COMMUNITY BANKING WEEK

April 2-8, 2023

Moving
forward
together

IDEAS FOR IN-BANK PUBLIC RELATIONS & PROMOTIONS

Community Banking Week is coming up April 2-8, 2023, and April is National Community Banking Month. Community Banking Week is the perfect opportunity to spotlight the importance of community banks and the vital role they play in the success of individuals and businesses alike.

How can you 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 to 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 offer prizes to the winners. Facebook contest ideas include:

- 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 send in 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 lunch or bakery items from a local restaurant and treat your community's hospital staff, emergency responders, teachers, etc. 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

Visit your local schools and provide a financial literacy session for students. For younger grade levels, have bank employees come into the classroom and read to the students.

Hold a contest where kids are asked to draw a picture of your bank or create a banking-related poster. Have them bring 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 supports individuals and businesses. Let the media know how community banks work together with their customers and communities to help them keep moving forward in positive ways. Let's blanket the media with encouraging news stories with a positive focus on community banks!

Customer Communications

Use Community Banking Week artwork in communications with customers. Utilize your bank newsletter and social media to promote your activities, contests, and/or giveaways for the week. Share your plans with your local media, as well.

Community Banking Week is the perfect time to remind customers of why community banks are important to the survival of the local economy. Send a customer email and/or a letter to the editor explaining the importance of community banking.

Open House Events

Invite customers to an open house at your bank and provide treats from a local bakery or restaurant. Offer a drawing for a free product or service purchased by the bank from a local small business customer such as a lawn care service, florist, nursery, car wash, bowling alley, pet groomer, or hair salon. Hold a blood drive or offer free blood pressure checks at the bank with the help of your local hospital or Red Cross. Hand out giveaways such as bank-logoed stress balls, pens, mugs or other bank logo items.

Special Products/Services

Now is an excellent time 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. 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. Your bank may also 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.

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; plant flowers or trees in a local park; or take flowers to the residents of a local nursing home with help from a local florist.*)
- * **Poetry Month** (*hold a poetry contest*)
- * **National Food Month** (*feature local restaurants; give away gifts cards from local restaurants or grocery stores; hold a canned food drive to support a local pantry*)
- * **Books to Brighten Young Minds Month & School Library Month** (*donate books or funds to your local school or community library/libraries*)
- * **Community Spirit Month** (*show your community pride by wearing gear representing local schools and sports teams*)
- * **Animal Cruelty Prevention Month & National Pet First Aid Month** (*hold an adopt-a-pet event*)

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 social media and in *Banknotes*!

Contact Valerie Johnston at valeriej@cbai.com.

Need bank logoed items for prize give-aways or to hand out in your lobby or drive-thru?

Mugs, t-shirts, coloring/activity books, pens, balloons, and much more are available from **Regency360**, a CBSC preferred provider. Contact John Bybee via e-mail at jbybee@regency360.com or by phone at 217-653-4028. Or visit the website at www.regency360.com/cbai/.

Need hard copies of the CBW poster or other marketing materials?

Send an e-mail to valeriej@cbai.com.