

*Celebrating Community Banking Month*  
**COMMUNITY**  
**BANKING**  
**CHAMPION**

#BankLocalGA

#GoLocal

#ILoveMyCommunityBank

#CommunityBankingMonth

Celebrating Community Banking Month is an excellent way to thank your customers for banking locally. April is a great time to remind the public of how community banks can and do improve the quality of life of your community. It's not too late to plan an event for this year. Here are some quick and fun ways to celebrate!

## WAYS TO CELEBRATE

**Host An Open House** – Throw a party for the town...in your bank lobby. Consider local celebrities and local food vendors. If possible, feature some of your commercial clients, invite them to feature their products, and talk about the relationship they have with your bank.

**Customer Appreciation Day** - Serve refreshments, a cookout in your parking lot, have fresh-popped popcorn, and more.

**Appreciate your Customers with FREE Stuff** - Raffle gift baskets off to your customers or reward your customers with special discounts on new products and services during Community Banking Month!

**Get Social!** – CBA has provided a complimentary press release, so just add your bank's information, your own community-oriented photo and submit to your local newspaper. Post on your bank's website or your bank's social media sites, such as Facebook, LinkedIn, etc.

**Proclaim Your Event** – Consider submitting a proclamation to be signed by your mayor for a certain day or week in April.

**Host A Public Seminar** – Consider offering a free financial seminar on a hot topic among community members.

**Celebrating a Milestone or Introducing a New Product?** – Promote more than one event. While you are creating advertising opportunities for Community Banking Month, why not include new services or products?

**Share Your Bank's History** – Collect bank memorabilia or items which depict some of your bank's or community's history. This is a great way to interest both existing customers and potential customers.

**Dress Down Days** – A popular fundraiser; participating employees pay for the opportunity to dress casual on selected days. Proceeds are typically awarded to a local charity or philanthropic organization.

**Plan Daily Events** – For example, Monday could be customer appreciation day, Tuesday is windshield washing day, Wednesday is coloring contest day for kids, etc.



*We are community banking.*

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**Welcome Kids** – Invite a local children’s organization or a daycare center group to enjoy refreshments and a tour of your bank. This is a great way to reach the parents of these potential future customers! Many community bankers visit area schools to talk about the importance of saving as well as careers in banking. Invite school groups for a bank tour.

**Credit Your Customers** – Customers come first at community banks; customer service is job one. Remind your customers about the important role they play in your bank’s success and thank them for their business. Host giveaways, appreciation awards, special discounts, or free services to thank loyal clients for their business.

**Tie-In With National Holiday Or Celebration** – Combine your celebration with another week or day-long celebration to maximize exposure. For example, April celebrations include Financial Literacy Month, National Volunteer Week, Administrative Professionals Week, Tax Day, Earth Day, Take Your Daughter to Work Day or even Arbor Day on the last Friday of the month – plant a tree!

**Sponsor A Youth Program** – Show support for future leaders in your community. Sponsor a school activity or use this opportunity to promote participation from high school seniors in CBA’s Julian & Jan Hester Memorial Scholarship Program.

**Host A Charitable Event** – Community banks invest in the community everyday. Sponsoring or co-sponsoring a charitable event like a race, school event or charity auction is a great way to reach the public.

**Decorate The Bank** – Make every day a Community Banking Month celebration with posters, flyers, tent cards, and more. Ask the local schools to have their students draw pictures of the bank and display them.

**Recognize Your Staff** – Personalized service is one of the biggest qualities that distinguishes community banks from their competitors. To thank your valuable employees and to emphasize the outstanding service available at your bank, feature your staff in advertisements, provide them with recognition awards, and put them in front of your customers and the public.

**Something For Everyone** – Whether you organize a blood drive, a canned food collection, a cell phone collection or an educational program, Community Banking Month is your time to shine with free community-oriented programs for your customers and your community.



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