2019 Youth Financial Education Kickoff with



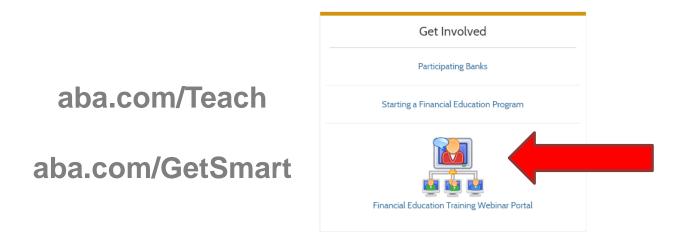






Housekeeping

- Slides will advance automatically
- Submit questions using Q&A chat box
- Today's presentation is being recorded
- Presentation will be posted online within a week





ABA Staff Point of Contact



Jeni Pastier Director, Financial Education 202-663-5453 jpastier@aba.com



Webinar Agenda



- What is FinEdLink
- Why Should Banks Opt-In to FinEdLink
- How FinEdLink Works
- Non-Bankers Use of FinEdLink
- Upcoming Events
- Q&A



What is FinEdLink

- Component of ABA Foundation financial education program that connects banks with their community
- Members of the community request bankers to give personal finance or career presentations to local audiences
- Goal is to help bankers create more connections in the community to expand financial education outreach



FinEdLink Programs







Grades K-8

High School/Young Adult

Adults 55+/Caregivers

aba.com/Teach

aba.com/GetSmart

aba.com/Seniors



Why Should Bankers Opt-in

- The ability to bring more personal finance skills to your community
- It's a great opportunity to engage and partner with organizations and groups in your community
- Simplifies presentation logistics





Financial Education Program Overview





Teach Children to Save is a national program that organizes banker volunteers to help young people develop a lifelong savings habit.

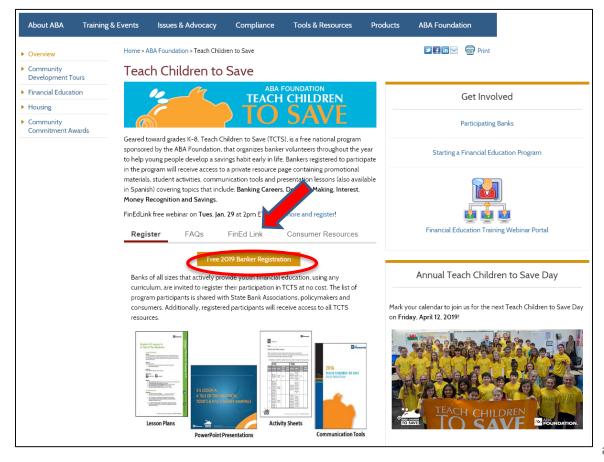
List of Participating Banks More Teach Children to Save Free Banker Registration • Each program has:

- Program specific participating banks list
- Access to program homepage
- Link to ABA Shopping Cart for free registration





Teach Children To Save Registration



aba.com/Teach





ABA Shopping Cart

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| American Bankers Association 120 Connecticut Ave NW 120 Connecticut Ave NW Call 1-000-PANKERS (000-226-5377) Call 1-000-PANKERS (000-226-5377) Site Sponsor: Corporation for American Banking LLC Call 1-000-PANKERS (000-226-5377) | 1120 Connecticut Ave NW E-mail the ABA Webmaster or Customer Service Corporation for American Banking LLC | American Bankers Association 1120 Connecticut Ave NW | E-mail the ABA Webmaster | or <u>Customer Service</u> 226-5377) | Site Sponsor. Corporation for American Banking LLC |

User ID is bank email

Shopping Cart troubleshoot shoppingcartinguiries@aba.com





Individual/Bank Information

| | merican ankers ssociation. | Welcome, Jeni Pastier | | | | |
|-----------------------|----------------------------------|-------------------------------------|--------------|--------------|---------------------------|--|
| ABA.com My Ac | count Shippi | ng and Handling Rates | Customer S | upport F | Return to Training/Events | Return to Products |
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| First Name: | Jeni | | MI: | ~ | | s, Camera, Save |
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| Title: | Senior Manage | r, Financial Education | | | | |
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| Bank/Company: | American Bank | ers Association (ABA |) | | | |
| | Check if Addre | ss is a PO Box Address | | | | |
| Address Line 1: | 1120 Connecti | cut Avenue NW | | | | |
| Address Line 2: | Suite 600 | | | | | |
| City: | Washington | | State: | DC 🔽 | | |
| Zip: | 20036-3959 | | | | | |
| Country: | United States | | \checkmark | | | |
| | Country Code Area | Code Phone Number | Extension | | | |
| Telephone: | 1 202 | 663 5453 | | | | |
| Your Email: ** | jpastier@aba.o | om | | | | |
| Verify Email: | jpastier@aba.o | om | | | | |
| Assistant Email:** | | | | | | |
| Verify Email: | | | | | | |

Enter information in fields noted in green:

First Name Last Name Work Title Bank BANK Address BANK Phone Number BANK Email

aba.com/Teach





Registration Form

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Confirmation

From: ABA Community Engagement <CommunityEngagement@aba.com> Sent: Thursday, January 03, 2019 4:03 AM

To: Jeni Pastier <Jpastier@aba.com>

Subject: Registration Confirmation for Teach Children to Save 2019

Thank you for registering for the Teach Children to Save 2019 campaign. This is your official confirmation of registration. All presentation materials and communication tools can be viewed on the 2019 TCTS Resource Page. You bank will now appear on the Bank Participation List. If you have any questions about ABA Foundation's youth financial education initiatives, please email Jeni Pastier or call directly at (202) 663-5453.

Your Record Locator Number is 89-807136

Registrant Information

Jeni Pastier American Bankers Association (ABA)

Locations Entered

| State | City | Presentations | Students | Employees |
|-------|---------------------------|---|----------|-----------|
| DC | Washington | 2 | 50 | 5 |
| | e with additional finance | to register for another financi cial education resources, su | | |

Registration Confirmation Email FinEdLink Opt-In Confirmation Email

From: ABA Community Engagement <CommunityEngagement@aba.com> Sent: Monday, January 14, 2019 4:07 AM To: jpastier@aba.com Subject: Opt-In Confirmation for Teach Children to Save FinEdLink Presentation Requests

Thank you for opting in to FinEdLink, a component of the Teach Children to Save program that connects bankers with their communities. By doing so, you have agreed to accept requests to lead a personal finance presentation for a community organization or agency. When a community organization or agency requests a presentation from your bank, you will be notified via email with detailed information to include contact person, facility location, presentation date and the desired topic to be presented.

Please review the FinEdLink Tab for more information. If you have additional questions about FinEdLink or the Teach Children to Save program, email Jeni Pastier or call directly (202) 663-5453.

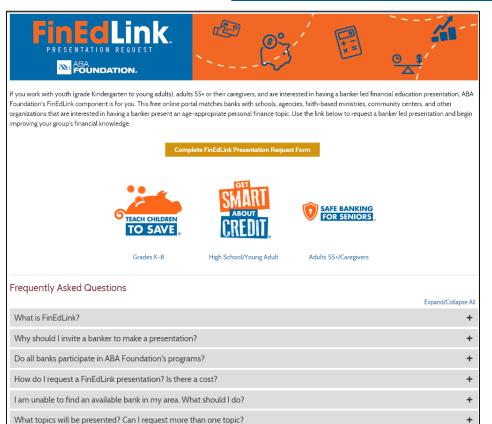
To stay up-to-date with additional financial education resources, subscribe to the Spirit of Banking newsletter.

All registration emails come from communityengagement@aba.com



aba.com/FinEdLINK

+



Where will the presentation be held?

✤ Non-Banker page to:

- View available financial education topics
- Benefits of connecting with local bank
- Community Leaders can request FinEdLink presentation



FinEdLink Presentation Request Form

| irst Name: | Sunny | | | | | | | | | | | | |
|--|---------------------------|--------------------------|----------------|-------------|---------------------------------------|--------|-----------------|--------|---------|--------|----------------------|--------|-----|
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| itle: | Senator Scheduler | | | | Please project the event 2-4 weeks | × | s | М | т | W | т | F | s |
| mail: | scalendar@yoursenator | .com | | | from today | 5 | 27 | 28 | 29 | 30 | 31 | 1 | 2 |
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| | Area Code Phone Number | Extension | | | | 7 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| elephone: | 202 003-5455 | | | | | 8 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
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| /here Did You Hear bout FinEdLink?: | American Bankers As | sociation Sta | aff 🗸 | | | | | | | | | | |
| RGANIZATION | | | | | Target Audience: | Gra | des K | -8 | | | ٠ | | |
| gency/Organization lame: | Your Senator's Office | | | | Estimated # of Attendees: | 30 | | | | | | | |
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aba.com/FinEdLlnk





Presentation Request

FinEdLink Presentation Request Email

From: ABA Community Engagement [mailto:CommunityEngagement@aba.com] Sent: Tuesday, January 22, 2019 1:11 AM To: ipastier@aba.com Subject: ABA Foundation Teach Children To Save Presentation Requested Thank you for agreeing to accept Teach Children To Save (TCTS) presentation requests. We have received the following request and hope that you will be able to fulfill it. Please dick here to let BA know you are accepting this request and will contact the requestor. If you have additional questions about this presentation request please email the Jeni Pastier or call directly (202) 663-5453. About The Requester: Name: Sunny Calendar Email: scalendar@yoursenator.com Phone: 202-663-5453 Requester's Organization: Agency/Organization: Your Senator's Office Address: 1 Senate Way Washington, DC 20036 Type: Government Agency Your Role: Senator Scheduler Serve Low-To-Moderate Income About The Event: Date(s) Requested: 2/14/2019 Approximate Number of Attendees: 30 Topic Requested: Careers in Banking Interest Making Decisions Recognizing Money Saving Additional Information: 84114 - Banker Name Here - Bank Name Here

All request emails come from <u>communityengagement@aba.com</u>



Upcoming FinLit Events

o Teach Children To Save Webinar

- February, exact date TBD
- Savers' Choice Lights, Camera, Save! Voting
 - 12pm ET February 13-20 via ABA's Facebook Page
- Lights, Camera, Save! National Winner Announcement
 - Wednesday, February 27 at 2pm ET via ABA's YouTube Channel
- **o #TeachChildrenToSave Twitter Chat**
 - Thursday, March 28 at 3pm ET
- $\circ~$ Teach Children To Save Day
 - Friday, April 12

Questions? Contact Jeni Pastier at jpastier@aba.com

