

Welcome to: Getting Smart About Financial Education



ABA Point of Contact



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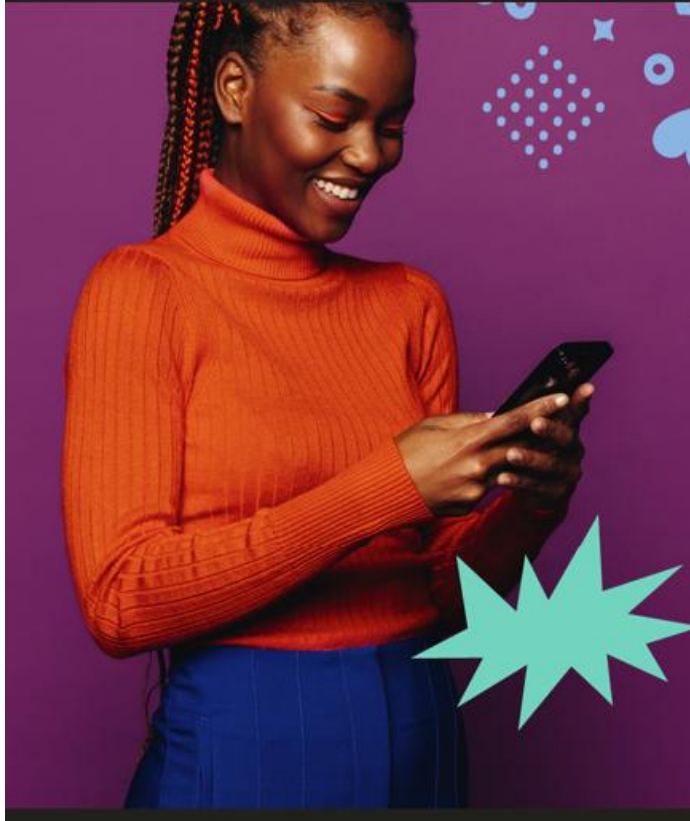
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CEO, Cashy**

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Housekeeping Announcements



- ✓ Webinar is being recorded.
- ✓ Slides and recording will be emailed.
- ✓ Ask questions in the Q&A pod.
- ✓ We'll get to questions at the end!

Webinar Agenda



- The sometimes forgotten program, what is GSAC?
- What's NEW this year
- How one bank has found true SUCCESS!
- Let's talk, show and share Cashy!
- Q & A

Go to
resource
widget



What is Get Smart About Credit?

- **ANNUAL** banker-driven, financial education initiative
- Targets 13-17 (high school) and 18-30 (young adults)
- Register at aba.com/getsmart to access the resources
- *October has **Get Smart Day**, but it's also*

Cybersecurity Month!



2026 Get Smart About Credit Resources

ABA Foundation's Get Smart About Credit is a national, banker-led financial education campaign designed for teens and young adults. Participating banks use the Foundation's turnkey resources to teach lessons on key financial topics such as banking careers, budgeting, credit scores, identity theft, and paying for college. The program also includes materials tailored to young adults experiencing their "financial firsts," including understanding their first paycheck, navigating taxes, and recognizing how credit influences their daily lives. Participants also receive customizable communication tools to amplify their bank's community outreach efforts and promote the program.

Our annual Get Smart About Credit Day happens on the third Thursday in October, and the next one is on October 15, 2026 – Join us!

Gamified Fraud Prevention Workshops Now Available

Available free through September 30, 2027. Present an interactive fraud workshop as part of your bank's financial education outreach, in collaboration with Cashy.

[ACCESS WORKSHOP](#)

Financial Education Lessons 13-17 Years

Access turnkey materials to promote personal finance knowledge in the classroom or through remote learning.

[SEE LESSONS >](#)

Financial Firsts 18 Years and Older

Lessons designed to help young adults in your community reach their financial firsts.

[SEE LESSONS >](#)

Scam and Fraud Prevention Resources

Engaging materials to increase fraud awareness, avoid scams and educate teens and young professionals on the latest from bad actors.

[SEE LESSONS >](#)

Careers in Banking

Resources and lesson plans to inspire teens and young adults to consider a career in banking.

[SEE RESOURCES >](#)

Communication Tools

Plug-and-play social media templates, graphics, videos and other resources to educate and connect with your community.

[ACCESS THE TOOLS >](#)

More Resources

Additional tools and information to protect teens and young adults.

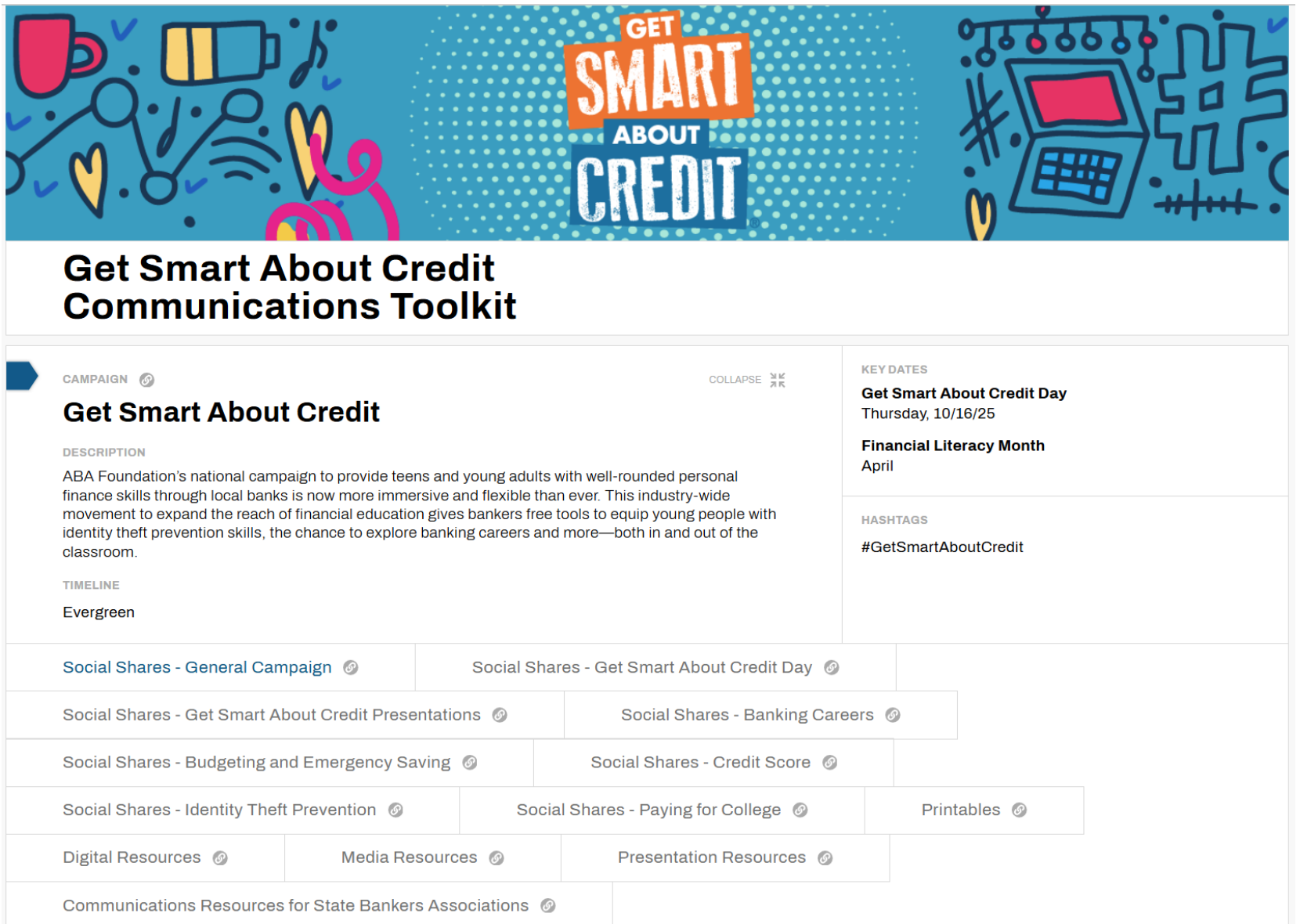
[VIEW RESOURCES >](#)

Let's Go



Go to
resource
widget

Don't forget that we make it easy!





Easy to Post



Facebook: Common Scams - Don't Panic

Don't know what to do after getting scammed? Don't panic, and don't let fear of embarrassment keep you from getting help. Use these #GetSmartAboutCredit tips from the @American Bankers Association Foundation and @FICO: <https://aba.social/43EVKwv>

Post to timeline Post to a page



Instagram: GSAC Day - Day Of

Happy #GetSmartAboutCredit Day! We're joining the @americanbankersassociation Foundation and banks across the country in honoring this awareness day, which promotes the importance of making sound financial decisions early on in life. How are you honoring the day?

Download



LinkedIn: GSAC General Campaign 1

[INSERT BANK NAME HERE] is a proud participant in the ABA Foundation's #GetSmartAboutCredit program. We're excited to join banks across the country in equipping young people with identity theft prevention skills, the chance to explore banking careers and more! Keep an eye out here for resources that can help inspire the next generation to make sound financial decisions and explore the banking industry.

Share on LinkedIn



Easy to Get Smart

New Resources in 2027

Go to
resource
widget

- **New Banking Careers handout and Job Fair materials**
 - **New Credit Lesson**
 - **Highlighting Fraud and Scam Resources**
- New Partnership with Cashy!**

Easy to Focus on Careers

Banking: More Than You Think

From finance to tech to people-focused roles — your degree has a place here.

GET SMART ABOUT CREDIT

Why Banking?

- Career paths for many majors
- Opportunities to grow and advance
- Make a real impact on people's lives
- Connect with your community

Business & Finance

Majors:

- Accounting
- Business
- Economics
- Finance

Credit Specialist — Review loan requests

- Treasury Associate — Manage cash flow
- Management Trainee — Rotate & grow into leadership
- Business Banker — Support business clients

People & Community

Majors:

- Education
- Human Resources
- Psychology
- Sociology

- HR Coordinator — Recruit & support staff
- Learning Associate — Train & develop employees
- Community Officer — Build relationships in community
- Customer Experience Coordinator — Improve client service

ABA FOUNDATION
aba.com/consumer

Banking: More Than You Think

From finance to tech to people-focused roles — your degree has a place here.

Tech & Data

Majors:

- Computer Science
- Cybersecurity
- Data Science
- Math Statistics

- Data Analyst — Turn data into insights
- Cybersecurity Specialist — Guard against fraud
- Software Engineer — Build apps & platforms
- IT Support Specialist — Troubleshoot tech issues

Law & Policy

Majors:

- Criminal Justice
- Political Science
- Pre-Law

- Compliance Associate — Ensure regulations are met
- Risk Consultant — Spot potential issues
- Fraud Investigator — Detect suspicious activity
- Policy Assistant — Track laws & regulations

Communications

Majors:

- English
- Graphic Design
- Marketing
- Media

- Marketing Associate — Run campaigns
- Digital Media Specialist — Promote the bank online
- UX Designer — Improve app usability
- Communications Coordinator — Share info with employees

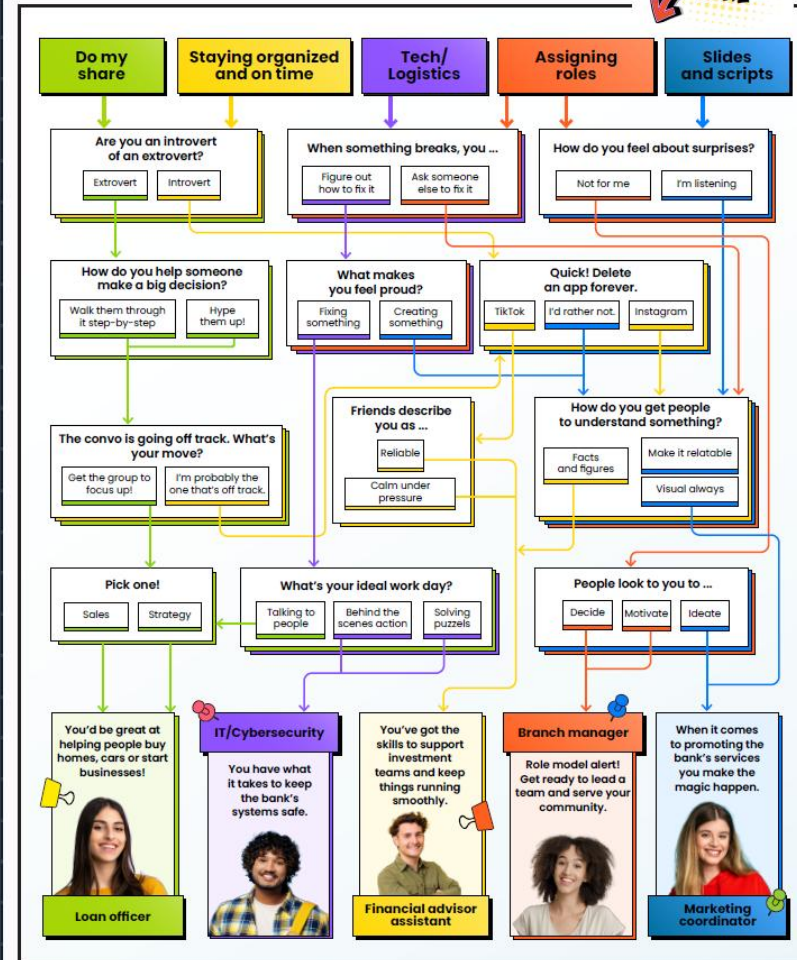
Important Skills No Matter Your Major:
Communication | Problem-Solving | Teamwork | Data Literacy | Integrity

aba.com/Foundation | 1-800-BANKERS

Careers in banking might surprise you. Don't believe us? It's your path. Your future. Your move.

WHAT IS YOUR GO-TO ROLE IN A GROUP PROJECT?

START HERE

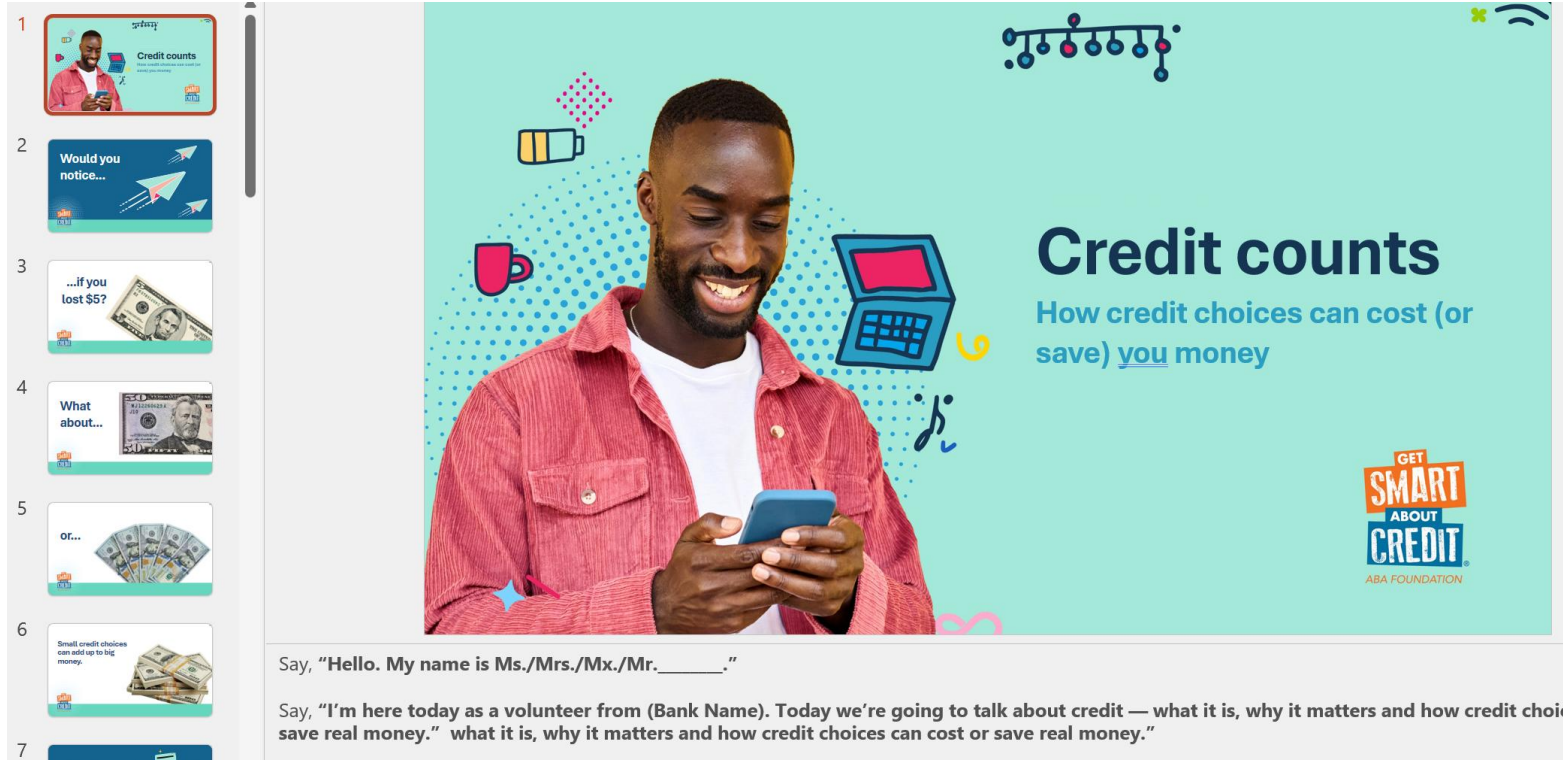


aba.com/consumers



Easy to Teach

New lessons, new look



1 Credit counts

2 Would you notice...

3 ...if you lost \$5?

4 What about...

5 Or...

6 Small credit choices can add up to big money.

7

Credit counts

How credit choices can cost (or save) you money

GET SMART ABOUT CREDIT
ABA FOUNDATION

Say, "Hello. My name is Ms./Mrs./Mx./Mr. _____."

Say, "I'm here today as a volunteer from (Bank Name). Today we're going to talk about credit — what it is, why it matters and how credit choices can save real money." what it is, why it matters and how credit choices can cost or save real money."

Facilitator's guide

Credit counts

How credit choices can cost (or save) you money

A Get Smart About Credit lesson for teens and young adults

New high school Fraud lesson —

Outsmart the Scam coming October 15

Easy to Combat FRAUD

New tile:

Scam and Fraud Prevention Resources

Scam and Fraud Prevention Resources

Engaging materials to increase fraud awareness, avoid scams and educate teens and young professionals on the latest from bad actors.

[SEE LESSONS >](#)

2026 GSAC Resources

FINANCIAL EDUCATION LESSONS

FINANCIAL FIRSTS

▶ SCAM AND FRAUD PREVENTION RESOURCES

CAREERS IN BANKING

COMMUNICATION TOOLS

MORE RESOURCES

Want to help teens and young adults in your community identify scams and keep their money safe? Find lessons and resources here, including gamified workshops, infographics and more.

- Gamified fraud prevention workshops from [Cashy](#)
- Coming Soon: New fraud and scams lesson
- [Get Smart About Scams infographic](#)
- [Don't Scam Me tip sheet](#)
- [Protect Yourself and Your Money](#)
- [Banks Never Ask That – Phishing and Scam Awareness](#)

Fraud Resources for GSAC audiences



DOWNLOAD



KEY ISSUES

- Consumer Banking
- Financial Literacy
- Fraud

RELATED PRODUCTS

- Small Business Certificate
- Agent Credit Card Program - ServisFirst
- Residential Mortgage Lender Certificate

DON'T SCAM ME!

Young adults can fight against scammers

Get smart about common scams:

Online shopping scams

How it works

- Scammers create fake websites and ads selling popular products at unrealistically low prices.
- You purchase something from them online that never gets delivered or refunded.

How to avoid it

- Check if the seller's account is verified.
- Think twice before paying strangers with real-time payment apps that act like cash. It's almost impossible to get your money back.
- Using a credit card allows you to dispute the charge and get a refund if you don't receive the product.

Online gaming scams

How it works

- Scammers make fake gaming sites and get you to put your credit card on file for

Deepfake impersonation scams

How it works

- Scammers use AI to create fake images, audio and videos to look and sound like anyone they want.
- You receive a call or text from a person or company that seems real, and they trick you into sending them money or sharing sensitive information.
- To trick you, they'll call you from a number you recognize. They can spoof the actual number to fake it.
- They can pretend to be an influencer you follow or use the identity of someone you trust and ask you for money.

How to avoid it

- Be skeptical when you get contacted unexpectedly.
- Hang up and call the person back at a number you trust.
- Never send anyone your bank information, and don't pay anyone you haven't met in person.
- If an influencer contacts you, check the

Statistics:

- \$16.6 BILLION lost to scams in 2024¹
- 73% OF YOUNG ADULTS experienced ONLINE SCAMS²



Getting Smart About Financial Education

ABA, Cashy & EverBank – Webinar

PRESENTATION BY

Tori Pappas
VP, Community Partnerships

September 2026

EverBank Builds

EVERBANK BUILDS®

Building financial strength for all

At EverBank, we're committed to performance. Financial success for our clients and our communities is our top priority. And through our community impact program, EverBank Builds, we invest our energy and hearts to build brighter futures.

**Volunteers in motion**

TOUCHDOWNS FOR TOMORROW 





Financial education



Community development

71%

Participation rate in the 2025 EverBank Builds program. Industry standard = 25%

24 hrs

Number of hours associates are challenged to volunteer each year. Industry standard = 8 hrs



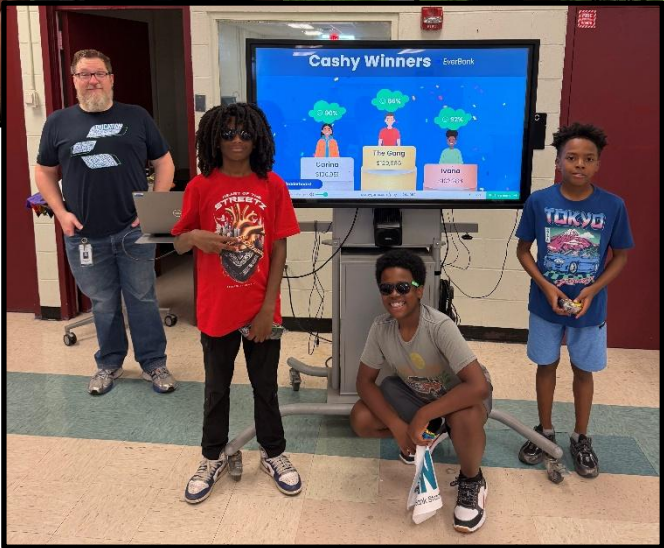
Associate empowerment

Cashy at EverBank

“One thing I can say about Cashy is that it has elevated the way EverBank teaches financial literacy. It has reduced our preparation time and empowered our new volunteers by giving them the confidence to deliver financial education in an interactive, engaging, and creative way.”

– Kamaria Evans, EverBank Volunteer

Cashy at EverBank







Cashy



RAYMOND JAMES

EverBank®

TriSTATE
CAPITAL

Sunwest Bank
BUILT FOR ENTREPRENEURS BY ENTREPRENEURS

firstmidwest

LMCU

ufcu

Wings
Credit Union

nUSENDA

NUMERICA
CREDIT UNION

Workshops

Plug & play engaging workshops

Easy for anyone to facilitate

Any topic, any age

Cashy

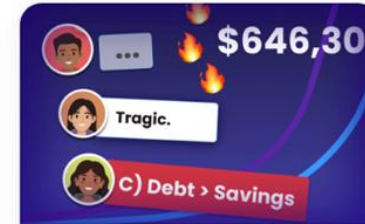
Games



Life Game

⌚ 15–25 min

Happiness Investing
Career Budgeting



Money Talk

⌚ 15–25 min

Budgeting Homebuying
Fraud Saving Strategies



Credit Survivors

⌚ 20 min

Credit Score Wants vs Needs
Auto Loan Credit Cards

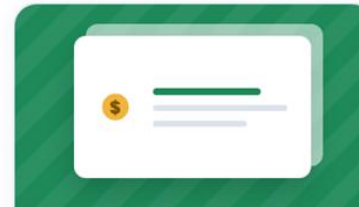


Rich Words

⌚ 2–15 min

No Device Game
Credit Investing

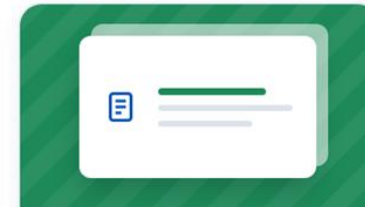
Presentations (50)



Personal Finance 101

⌚ 15 min

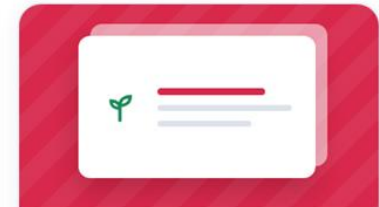
Budgeting Credit score
Savings



Budgeting Basics

⌚ 15 min

Planning Expenses
Income



Credit Basics

⌚ 15 min

Credit score Credit history
Trust



Homebuying

⌚ 15 min

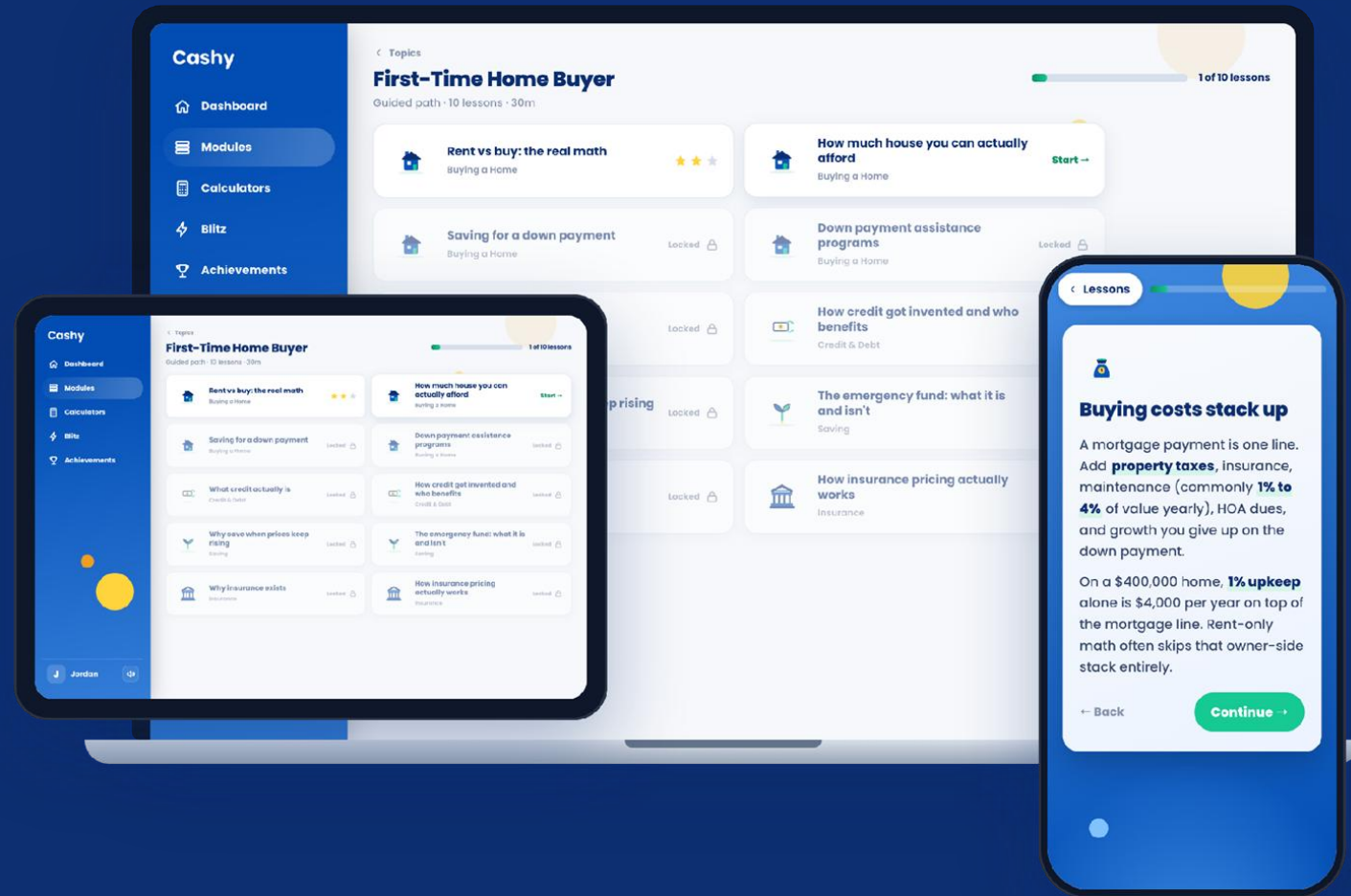
Homebuying
Preparation

Web & Mobile

Engaging learning on your website & mobile app

Assign rewards and custom modules

Give offers at the end of modules



Cashy

Classroom Curriculum

State-standards aligned

Support teachers,
co-branded to your bank

See data on schools' usage

Cashy

1 Develop Financial and Career Goals

SS-FL.9-12.13 Develop short- and long-term financial goals.
8 lessons · 3 presentations · 5 games

SS-FL.9-12.14 Evaluate entrepreneurship, career choices and the effect on the standard of living.
8 lessons · 3 presentations · 6 games · 2 calculators

2 Create a Savings and Spending Plan

SS-FL.9-12.15 Evaluate the effect of taxes and other factors on income.
8 lessons · 3 presentations · 6 games · 2 calculators

SS-FL.9-12.16 Develop a saving and spending plan using a financial recordkeeping tool.
8 lessons · 3 presentations · 6 games · 3 calculators

SS-FL.9-12.17 Apply consumer skills to saving and spending decisions.
8 lessons · 3 presentations · 6 games · 3 calculators

3 Analyze Credit and Debt Levels

SS-FL.9-12.18 Analyze the cost and benefits of different types of credit and debt.
8 lessons · 3 presentations · 5 games · 1 calculator

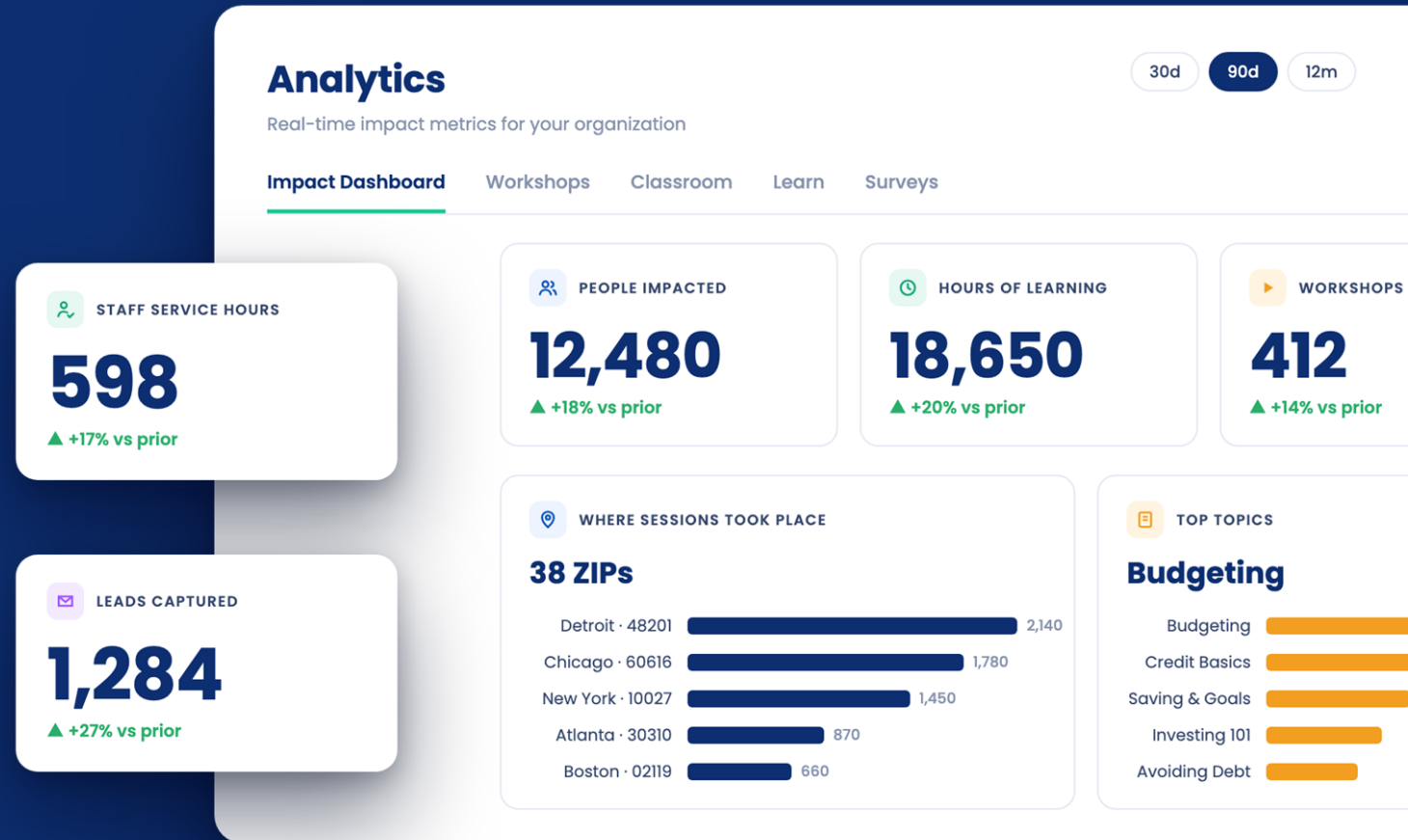
Admin & Analytics

Auto-track CRA hours, reach, usage by ZIP, and more

Run surveys & capture leads

Manage user roles & templates

Cashy



Now it's your turn!

You MUST be registered

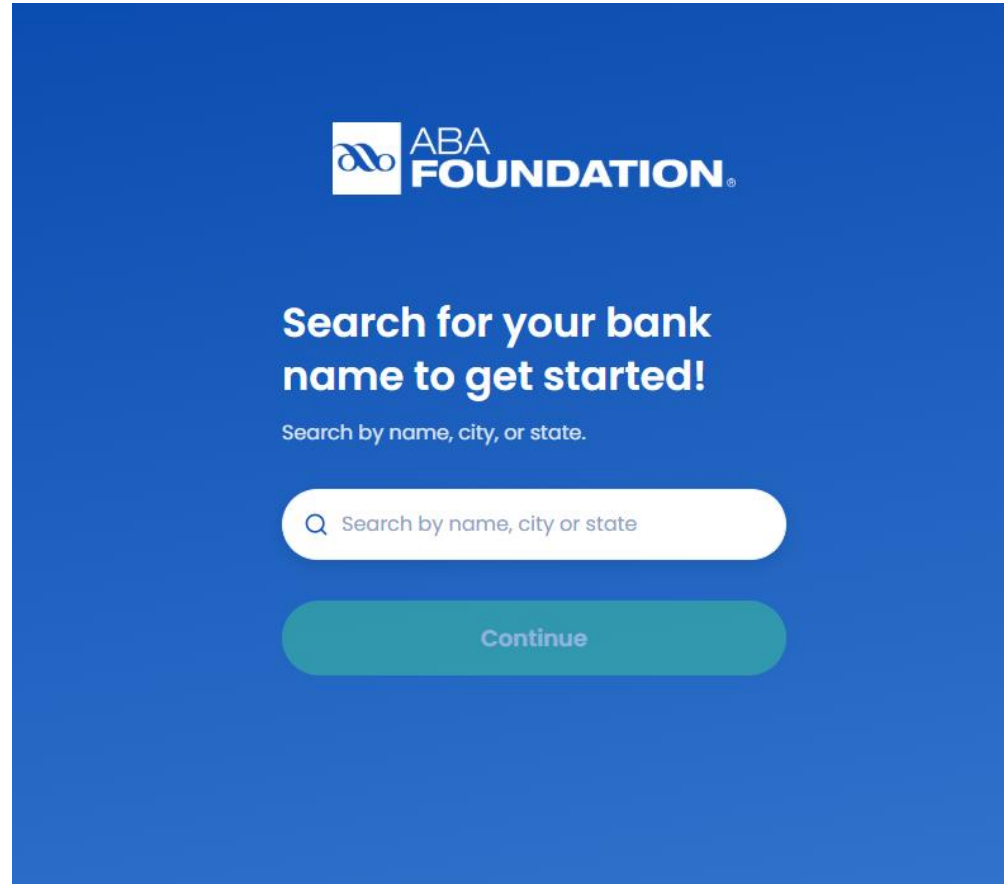
[Aba.com/GetSmart](https://aba.com/GetSmart)

Gamified Fraud Prevention Workshops Now Available

Available free through September 30, 2027. Present an interactive fraud workshop as part of your bank's financial education outreach, in collaboration with Cashy.

[ACCESS WORKSHOP](#)

After you click on the link...choose your bank



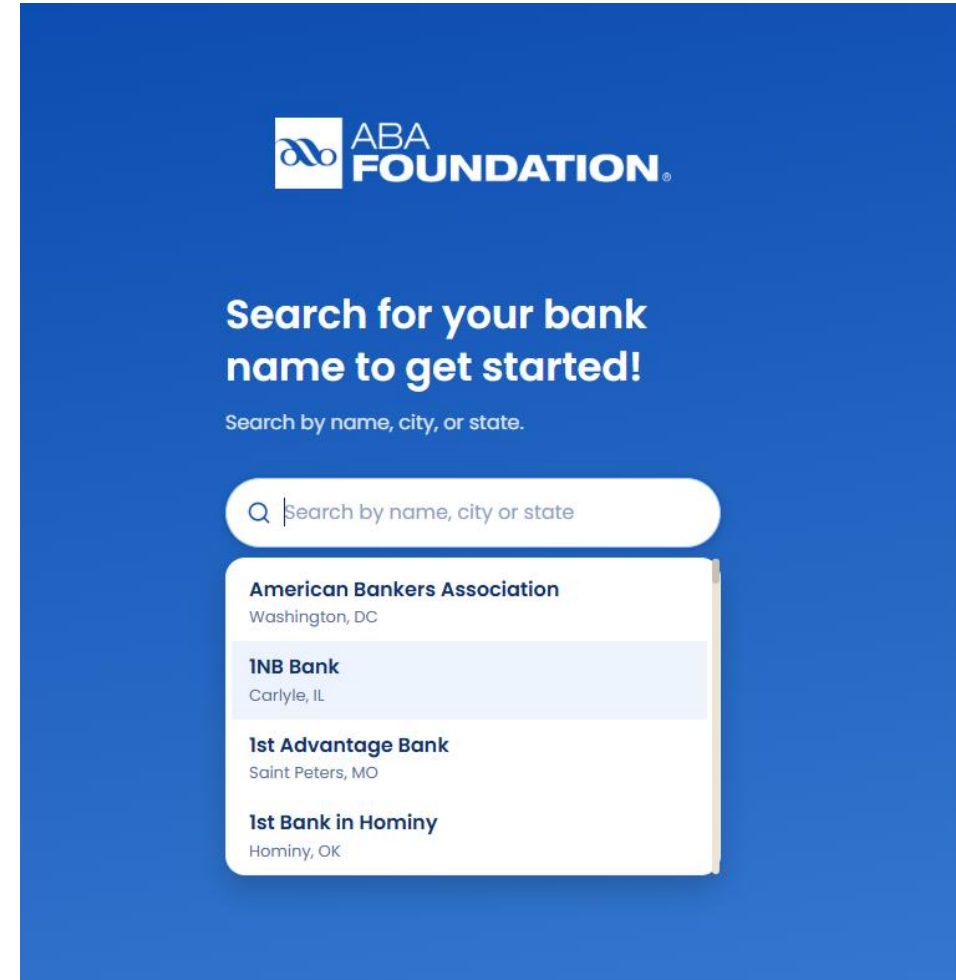
ABA FOUNDATION.

Search for your bank name to get started!

Search by name, city, or state.

Q Search by name, city or state

Continue



ABA FOUNDATION.

Search for your bank name to get started!

Search by name, city, or state.

Q Search by name, city or state

- American Bankers Association**
Washington, DC
- INB Bank**
Carlyle, IL
- 1st Advantage Bank**
Saint Peters, MO
- 1st Bank in Hominy**
Hominy, OK

Fill in your email and create a password

Here's where you will land!

Cashy

POWERED BY

 ABA
FOUNDATION

 Getting Started

 Workshops

 Content

 Analytics

 Users

Get full version

 Language

 Settings

Welcome, Kelsey

These short walkthroughs will prepare you to run any Cashy Workshop.



STEP 1

Preparing for a workshop

Get ready to run a zero stress workshop in under 10 minutes

Start walkthrough3 min



STEP 2

Running a workshop

4 minStart walkthrough



STEP 3

How Bingo works

5 minStart walkthrough

Remember It's not too late: Lights, Camera, Save



- Engage teens in their world
- Literally TURNKEY for you
- Builds community TRUST
- Great PR for your bank
- Kids Teaching kids

PLUS

**1ST PLACE
\$10,000**

**2ND PLACE
\$5,000**

**3RD PLACE
\$2,500**



Easy next steps

REGISTER for Get Smart About Credit

aba.com/getsmart

- *You will receive a confirmation email immediately
- *Within 24 hours you will receive a 2nd email with the link to all the resources

Reach out to your communities and spread financial literacy



Register for ALL the ABA Foundation Programs



LIGHTS
CAMERA
SAVE!®



SAFE BANKING
FOR SENIORS®

[Aba.com/FinEd](https://aba.com/FinEd)

The background is a solid blue color with a pattern of thin, white, wavy lines that resemble ripples in water. Several large, three-dimensional, metallic-looking question marks are scattered across the surface. The word "Questions" is written in a large, white, sans-serif font in the center of the image.

Questions

An abstract graphic featuring a large blue circle on the right side. In the top left corner, there is a blue circle with a white outline and a wavy line. A small blue circle is positioned near the top center. A dark blue circle is located on the left side of the large blue circle. The background is white with light gray diagonal lines.

Thank You