





ABA Point of Contact



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aba.com/LightsCameraSave

Special Guest!



Alex Ebanks
Communications Leader

VISA



aba.com/LightsCameraSave

Housekeeping



- ✓ **Webinar is being recorded.**
- ✓ **Recording will be emailed.**
- ✓ **Feel free to ask questions.**
- ✓ **We'll get to questions at the end!**



Lights, Camera, Save! Sponsorship

Alex Ebanks, Community Engagement



Supporting Community Banks, Advancing Financial Literacy Together

- Returning Sponsor of the ABA Foundation's *Lights, Camera, Save!* Program.
- Attendees visit Visa's booth at the Conference for Community Bankers to cast their votes for the Banker's Choice Award.
- Last year's contest resulted in 300 submissions from teens across 24 unique community banks.
- Together with community banks, Visa leverages community solutions resources available at no additional cost to eligible participants to support programs like *Lights, Camera, Save!* and advance financial education, empower young people, and build stronger financial futures in local communities.
- This partnership underscores Visa's ongoing investment in empowering community banks and the next generation of financially savvy consumers.



ABA BANKING JOURNAL
From the American Bankers Association

TOPICS ▾ NEWSBYTES PODCASTS MAGAZINE ▾

Bringing financial literacy to life for the next generation

'When young people are empowered to teach and create, financial literacy becomes more relatable, engaging and memorable.'

Each April, Financial Literacy Month offers an opportunity to reflect on how people — especially young people — build confidence, capability and clarity around money.

For community financial institutions, this work is not new. It is foundational. Across the country, bankers have long played a hands-on role in education for students and families, reinforcing practical financial skills that support better decisions today and greater opportunity tomorrow. That

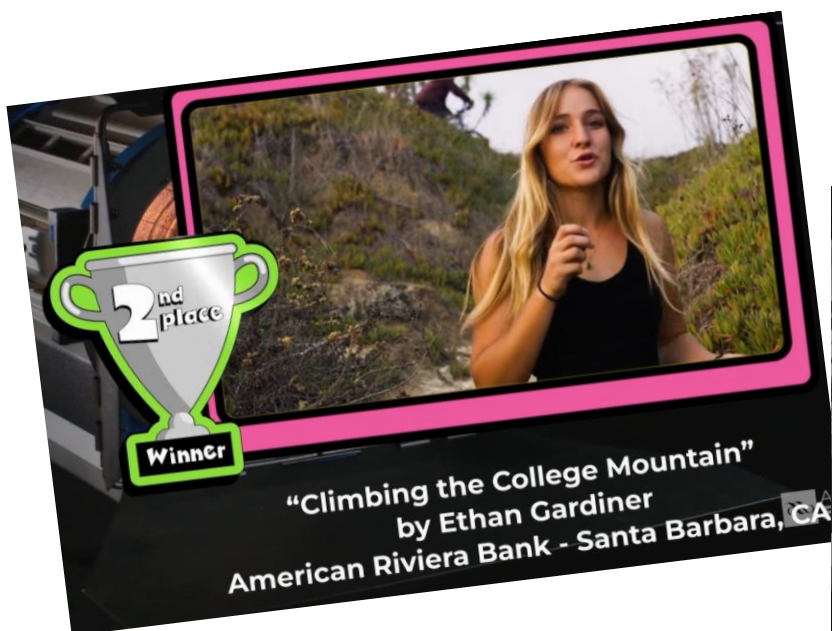




WHAT is Lights, Camera, Save?

- Video contest for teens
- Chance to give away someone else's \$\$\$\$\$
- EASY engagement in your community

2025-26 Winners





WHY Lights, Camera, Save?



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

1ST PLACE
\$10,000

2ND PLACE
\$5,000

3RD PLACE
\$2,500



HOW Lights, Camera, Save?



Contest Materials Including

- **Judging Packet, Submission Forms & Official Rules**
- **Consumer, School, Student and Teacher Flyers**
- **Participation Certificate**
- **ME!!!!**

PLUS – Communications Toolkit!



WHO Lights, Camera, Save!

Calling all Marketers ✨



- **#1 Hit your SCHOOLS!!!!**

- Production, Econ, Personal finance classes
- clubs like DECA/FBLA

- **USE the Socials**

- **Community Centers**

- **Find Local chapters**

- Girl Scouts
- Jump\$tart
- Junior Achievement
- SkillsUSA



WHERE Lights, Camera, Save!



Bankers:

aba.com/LightsCameraSave

Direct your marketing to:

lightscamerasave.com



aba.com/LightsCameraSave

WHEN Lights, Camera, Save!



Contest Opens Oct 1 thru Dec 1

Students must be 13-18 years of age
as of October 1, 2026

Length: 30 seconds or less

Topic: ANY personal finance theme

Submission: Electronic only



Once you register



[Home](#) > [Extranet](#) > [Financial Ed](#) > [2026 LCS Resources](#)

2026 Lights, Camera, Save! Resources

Contest Overview

Lights, Camera, Save! is a video contest that engages teens in educating themselves and their peers about the value of saving and using money wisely.

Key Dates 2026–27

- **August 28** – Banker Resources Available
- **September 2** – LCS Banker Webinar
- **October 1** – Contest Opens for Teen Submission
- **December 1** – Contest Closes for Teen Submission
- **January 5** – Videos and Paperwork Due to ABA
- **January 12–15** – Instagram Voting (Pairings Sent 1/8)
- **February 5** – Finalists Announced on ABA Instagram
- **February 25** – Winners Announced on ABA Instagram

Free Webinars

- Visit our [Financial Education Training Webinar Portal](#) to view previous contest webinars.

Contest Materials

- [Communications Toolkit](#)
- [2026 Official Contest Rules](#)
- [2026 Banker Internal Judging Packet](#)
- [2026 Bank Submission Form](#)
 - [ABA Minor Release Form](#)
 - [ABA 18 yrs Release Form](#)
- [2026 Banker Timeline](#)
- [2026 Contestant Submission Packet](#)
- [Consumer Flyer](#)
- [Customizable School Flyer](#)
- [Customizable Teacher Flyer](#)
- [Customizable Table Tent](#)
- [Student Flyer](#)
- [Customizable Student Participation Certificate](#)

Email Kelsey Havemann (khavemann@aba.com) with questions.



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Scoring Criteria:

- 40% Messaging
- 30% Production Value
- 30% Creativity

Bank Judging: Dec 2–9

Student File Upload to ABA:
By Jan 5, 2027

Instagram Judging: Jan 12–15

Finalists Announced: Feb 5

Winner Announced: Feb 25



AND The Winner is...!!



Local Prizes: Optional

National Prizes:

1st Place	- \$10,000	\$300*
2nd Place	- \$5,000	\$200*
3rd Place	- \$2,500	\$100*

Bankers Choice: \$750 Bundle

Voted on and awarded at ABA's Annual Conference for Community Bankers in Feb 2027

GRATEFUL to be supported by:



VISA



Social for Lights, Camera, Save!



#LightsCameraSave

- Use the hashtag on Facebook, X and Instagram so that your posts are discoverable by ABA and others

Follow Us!

Facebook: @AmericanBankersAssociation

Instagram: @americanbankersassociation

X: @ABABankers



Register: aba.com/FinEd



FREE to Any Bank in USA

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SAFE BANKING
FOR SENIORS®

**ABA Foundation has set a three-year, industry-wide goal:
enable 5 million Americans to access pathways to prosperity.
Join us by participating in these free programs.**

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