Anniversary and Special Events Toolkit

Celebrating a Tradition of Innovation
1875-2015
Overview

2015 marked a major milestone for ABA: our 140th anniversary. While much has changed since July 1875—when 350 bankers gathered in Saratoga Springs, NY, to form our organization—the business of banking remains at its core the same: keeping deposits safe, giving customers convenient choices and making loans to help people buy homes and grow businesses.

To celebrate the anniversary, an entire campaign was planned, coordinated and executed by ABA's in-house marketing, communications and design teams. Weekly meetings to brainstorm the best ways to get both staff and bankers/state associations to recognize the anniversary were held. From there, the team solidified a marketing plan with key executions throughout the year. The goal was to integrate the 140 look, feel and messaging into ABA's marketing efforts throughout the year for a fresh twist on ABA's overall brand.

ABA members read an anniversary kickoff announcement in ABA Daily Newsbytes, saw our ‘ABA 140' look on aba.com, received personal communications with special anniversary messaging, and received print and electronic collateral branded to acknowledge our anniversary during other events and initiatives throughout the year. The website and other public facing materials also created awareness amongst external audiences—enhancing the campaign’s impact.

Staff were included in the celebration, which made promoting the anniversary to external audiences all the more effective. Each employee received a brochure delivered to their desk—the same brochure we created to promote the anniversary to members. Also, an all-staff email from the CEO, and lobby door clings and signage in our reception area brought the celebration to life in the ABA halls.

This toolkit, developed for our members, outlines our entire 140th anniversary campaign. It includes material ABA has developed such as messaging, exhibits, digital timeline and a campaign checklist. Please use the campaign examples and the checklist to help you plan your own organization’s milestones. Happy celebrating!
Campaign Components

To execute a similar campaign at your bank, be prepared with a budget and goals—whether it's building community pride and awareness, boosting staff morale, amplifying your bank's marketing presence or all of the above. Then, use the breakdown below as a framework. Each component can be adapted to fit your bank’s specific needs and available resources. Alternative suggestions and additional ideas are included where appropriate.

Visual Identity

Logo
For cohesive campaign identity throughout the year, consider a special anniversary logo. Include the logo on event collateral, print advertising, signage and other pieces.

Be sure your anniversary logo is similar to your bank's actual logo and overall look and feel. The logo is not meant to replace your bank’s permanent logo, and should not be used on legal documents.

Messaging
The key to consistent marketing is using consistent language. A simple blurb can be repurposed for different audiences with small tweaks. Remember to stay on-message in all aspects of communication: internal, external, customer-facing or otherwise.

Examples
ABA has always been at the heart of the innovations that have helped bankers serve their customers. Join us in celebrating 140 years of helping make Americans' financial dreams come true. Visit aba.com/140.

Print Ad and Electronic Ads

ABA has always been at the heart of the innovations that have helped bankers serve their customers. Join us in celebrating 140 years of helping make Americans' financial dreams come true. Visit aba.com/140.
Campaign Components

Email Signature and 1-800 Hold Message
Join ABA in celebrating 140 years of helping make Americans’ financial dreams come true. Visit aba.com/140.

External Events
Exhibits
The ABA 140 campaign incorporated a physical exhibit to be used at ABA events throughout the year. The exhibits were created as needed for conferences and schools, based on site restrictions, which allowed for customization of timeline events based on the audience and their interests. Depending on the event and display size, about 15–25 items were highlighted.

Event integration
ABA used the ‘140’ brand and messaging to enhance many other prominent marketing efforts. For example, the theme of ABA’s 2015 Annual Convention—Tradition of Innovation—was a nod to the anniversary. In addition, the 140 theme was used in many member communications, event speeches and presentations, and other big-picture messaging.

Giveaway
ABA gave away cocktail glasses with an etched 140 logo at ABA Annual Convention and to staff.
Campaign Components

Signage and Exhibit Examples

American Bankers Association
140 years
1875-2015
ABA has always been at the heart of the innovations that have helped bankers serve their customers.
Join us in celebrating 140 years of helping make Americans’ financial dreams come true.

Visit aba.com/140
Internal Events

Internal events are a great way to get staff involved in your anniversary.

The ABA 140 campaign included specific celebrations: an early January kickoff, several department celebrations and an all-staff party in July (the month of ABA's founding).

To identify and plan for your own internal events, list out important tie-ins like town halls or community celebrations, cross-promotions with banking products and services, a monthly incentive or ‘mini party’ for staff or anything that fits your particular marketing plan.
Web

Anniversary Homepage

Your website is the face of your organization to any existing customer or prospective customer that visits you virtually. Whether your budget or marketing plan calls for a standalone anniversary website or integrated graphics and house ads, the website is integral to a cohesive campaign.
ABA’s 140 website includes:

- Historic timeline
- Downloadable brochure
- Guest book
- Photo gallery
- Video

Historic Timeline
Created with a free provider, the ‘140’ timeline is the anchor of ABA’s anniversary communications. It is meant to be a learning experience for any audience—including staff. A living resource for all readers, each moment in time can be individually spotlighted throughout the year View ABA’s historic timeline.
Campaign Components

Brochure
The anniversary brochure featured particularly pivotal or interesting elements from the historic timeline, beginning with ABA's inception in 1875, continuing to present. The brochure was printed and included in all ABA external events, including an employee desk drop to kick off the anniversary celebration. View brochure.
Campaign Components

Guest Book
The online guest book allowed ABA members to acknowledge and share in ABA's important milestone. It was created in two pieces: through a form and on an actual webpage. ABA used an outside email provider to create the form. Responses were manually gathered and written in HTML to populate the webpage. View guest book.

Photo Gallery
The photo gallery was compiled from numerous external ABA events, to showcase how the anniversary was celebrated amongst conferences and schools. View gallery.

Video
ABA contracted with an independent video production company to create the anniversary video. It featured particularly interesting timeline events and was narrated by ABA's President and CEO, at the time, Frank Keating. The video was shown throughout the year to conference and school attendees, as well as other external audiences. Watch video.
Campaign Components

Social Media
ABA chose to incorporate all of its social media channels into the celebration. The popular Throwback Thursday, #TBT, hashtag was utilized to feature timely timeline elements on a regular basis. ABA also created an anniversary hashtag: #ABA140 to use on Facebook, Twitter and Instagram. In addition to ABA’s company managed accounts, employees were encouraged to update their cover photos with a branded variation.
Campaign Components

The 140 social media content was tweaked to fit each platform, conforming to character and media restriction. Each element of the 140 website was incorporated. The following are a few examples ABA used on each:

**Twitter**

**Sample Tweets**

Check out ABA’s 140-year history in 2-minutes. #ABA140 Watch [http://youtu.be/JUXDHk0Hqyl](http://youtu.be/JUXDHk0Hqyl)

In 1964, ABA established the routing number system to speed check processing. #ABA140 #TraditionOfInnovation #TBT

#TBT Did you know ABA once offered Travelers Cheques? Check (get it?) out this message to bankers from 1909. #ABA140

ABA’s very own postage stamp commemorating our 75th anniversary #ThrowbackThursday #ABA140

ABA staff celebrates 140 years of #BuildingSuccessTogether. Great event for #ABA140 @thehamiltondc

**Facebook**

**Sample Posts**

In 1875, ABA was founded in Saratoga Springs, NY. Take a look at ABA’s 140th Anniversary Historic Timeline. #TBT #ThrowbackThursday

ABA is celebrating 140 years of helping bankers meet their customers’ needs. Take a look at how U.S. banking has evolved since its founding in 1875. #TBT #ThrowbackThursday #ABA140

In 1925, ABA celebrated its 50th anniversary by establishing the Educational Foundation with a $500,000 endowment. The foundation's first initiative was to fund economic research at several colleges. Learn more about ABA’s 140th Anniversary. #TBT #ThrowBackThursday #ABA140 #finlit
LinkedIn

Sample Posts
ABA has always been at the heart of the innovations that have helped bankers serve their customers. Join us in celebrating 140 years of helping make Americans’ financial dreams come true. Learn more and view ABA's Historic Timeline.

In 1791, Congress charted the First Central Bank. Its purpose was to lend to the government, make loans to businesses and provide a stable money supply. The new central bank triggered the formation of 18 new commercial banks in just five years. Be sure to view the historic timeline and sign the new guest book!

In 1920, ABA created a committee to promote teaching of economics and banking in public schools. The committee identified helpful textbooks and prepares sample lectures for banks to present in schools—a tradition that continues today through Teach Children to Save and Get Smart About Credit. Learn more about ABA's 140th Anniversary with our interactive timeline.

Instagram

Several quotes were pulled from the online guest book and incorporated into graphics. The quotes debuted on Instagram and were popular enough to be featured on other platforms.

Google+

Sample Posts
Chemical Bank installs the first U.S. automated teller machine at its Long Island branch. “On Sept. 2, our bank will open at 9:00 and never close again,” read Chemical Bank advertisements. #TBT #ThrowBackThursday #ABA140

ABA has always been at the heart of the innovations that have helped bankers serve their customers. Join us in celebrating 140 years of helping make Americans’ financial dreams come true. Watch the Anniversary video. #ABA140
Campaign Components

Special Mini Campaign
ABA had previously highlighted a month-long #DidYouKnow campaign across several social media platforms and incorporating timeline events was a simple addition. Your existing social media plans may only need to be modified, not replaced.

Facebook Sample Post
#DidYouKnow ABA instituted its #routingnumber system in 1911? The system was quickly adopted nationwide and streamlined the clearing and settlement of checks. Today it remains a backbone of the modern #payments system. #ABA140 #TBT #ThrowbackThursday

LinkedIn Sample Post
Did you know Boston’s Suffolk Bank was founded in 1818 and served as an early clearinghouse and de facto central bank for New England? The informal system, which persisted until 1858, limited bank failures among participating banks. Learn more about banking’s history through ABA’s interactive timeline.

Instagram Sample Posts
#DidYouKnow ABA introduced routing numbers in 1911? Visit aba.com/140 to learn more about banking’s history. #TBT

#DidYouKnow ABA created its first #financialeducation materials in 1920 to help bankers teach economics and banking to public schools? Check out aba.com/140 to learn more. #ABA140 #TBT #ThrowBackThursday

#DidYouKnow the first true ATM debuted in 1969? Chemical Bank installed it at its Long Island branch. “On Sept. 2, our bank will open at 9:00 and never close again,” read Chemical Bank advertisements. Learn more about banking’s history at aba.com/140. #ABA140 #TBT #ThrowBackThursday

#DidYouKnow #dotbank launched in June? Learn more about banking’s history at aba.com/140. For more information regarding .BANK, check out: aba.com/dotbank. #ABA140 #TBT #ThrowBackThursday

Google+ Sample Post
#DidYouKnow Franklin National Bank (Franklin Square, NY) was the first bank to issue a credit card? In 1958, +BankofAmerica’s BankAmericard was the first to gain nationwide acceptance. #ABA140 #TBT #ThrowbackThursday

#ABA140 | anniversary@aba.com
Now that you’re ready to implement an anniversary marketing plan at your own organization, use the following checklist as a guide. Start early, and celebrate often! You’ll build a sense of pride amongst your customers and employees all year long, and your bank will benefit from this fresh and relevant exposure opportunity.

**Making It Your Own**
- **Campaign goals.** Decide your ultimate goal. Is it to increase brand awareness? Provide new content? Grow your customer base?
- **Budget.** Establishing your campaign goals will ultimately affect your budget.
- **Marketing plan.** Your marketing plan will help you make the most of your budget and campaign goals. Don’t overlook it!
- **Logo.** If your bank will be updating its logo, do so early. The logo will be needed for all campaign components.
- **Messaging.** It’s best if your anniversary messaging is consistent throughout the campaign.
  - Print and electronic ads
  - Email signature and 1-800 hold message

**Campaign Components**
- **External events.** What events are already planned? How can you feature your anniversary throughout? Research additional events that may be included or a better fit.
- **Internal events.** It’s important to involve bank employees. Be sure to feature them prominently in your campaign.
- **Giveaway item(s).** Decide if you’d like to include giveaways, keeping in mind that they coordinate with your event(s).
- **Historic timeline.** This can be the backbone of your bank’s campaign content. Research historical moments and look for graphics or photos to increase interest.
- **Printed brochure.** May be a useful direct mail piece or handout at events or in the lobby.
- **Website.** Consider how you can incorporate the anniversary onto your bank’s homepage. This may be as simple as updating the logo, highlighting a campaign ad, or creating an anniversary webpage. The anniversary webpage may be simple or elaborate. Suggested features could include:
  - Digital timeline
  - Electronic guest book
  - Photo gallery
  - Video
Toolkit Checklist

• **Social media.** Don’t forget to incorporate the celebration across your already established social media platforms.
  o Decide which platforms to include
  o Create cover photo artwork
  o Draft tweets and/or posts, being mindful of hashtags
  o Feature new graphics throughout the campaign

**Campaign Conclusion**

• **Congratulate yourselves.** You have completed your anniversary campaign!
• **Metrics.** In addition to solid metrics (i.e., social media impressions and interactions), be sure to reflect on customer and community feedback.
• **Revert to standard brand.** Use your marketing plan as a blueprint to reverse the campaign elements back to your brand’s original look and feel.

**Questions?** Send ABA an email at anniversary@aba.com.