

# *Fall Into Financial Education with*



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## Housekeeping

- Slides will advance automatically
- Today's presentation is being recorded
- Presentation will be posted online next week
- Submit questions for Q&A at the end of the webinar



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# ABA Staff Point of Contact



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## Survey Questions

1. *I have participated in the Lights, Camera, Save! contest:*
  - a. Never – Looking forward to getting started
  - b. The past 1-3 years
  - c. More than 3 years
  
2. *Is your bank participating in 2016 Get Smart About Credit:*
  - a. Yes! My bank is registering to participate in Get Smart About Credit.
  - b. No, my bank is not interested in participating in Get Smart About Credit.
  - c. I am not sure.



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## Webinar Agenda

- 2016-2017 Lights, Camera, Save! Basics and Bank Role
- Making Lights, Camera, Save! a Success
  - Jessica Reese, Community Happiness Director, Bear State Bank
  - Justin Jack, Social Media Marketing Specialist, Extraco Banks
- Raising Awareness Through PR and Social Media
  - Blair Bernstein, Public Relations Manager, ABA
- Registration
- Questions & Answers



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## Lights, Camera, Save! Basics

- *Contest Period:* October 1 - December 1, 2016
- *Age:* Students must be 13-18 years of age as of Oct. 1, 2016
- *Length:* 90 seconds or less
- *Topic:* Must be relevant and support contest theme(s)
  - Saving
  - Using Money Wisely
  - Saving to Pay for College
- *Content:* Students original work
  - Lyrics, music, ideas must be the students (CANNOT be copyrighted material)
  - No brand advertisement
- *Prizes:* *Top 3 national winner prize (\$1,000, \$2,500, \$5,000)*
  - Educator Scholarship to 2017 Jump\$tart National Educator Conference
- *Submission:* Video sharing website



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## Lights, Camera, Save! Bank Role

- *Register:* Free through ABA's Shopping Cart.
- *Market Contest:* Advertise your involvement in the contest.
- *Multiple Contests:* Banks holding contest in multiple states may submit one winner per state.
- *Local Judging:* Select local winner for national competition.
- *Submit State Winner:* Deadline December 16, 2016.



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Jessica Reese

Vice President, Community Happiness Director  
Bear State Bank

- Responsible for team member and customer happiness
- Marketing, social media, website, company culture and events
- 49 Branch locations across Arkansas, Missouri & Oklahoma
- In February 2015, we merged 3 banks and charters and integrated all onto one system while rebranding for a name change







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## 2015- 2016 Lights, Camera, Save! Video Contest

### Details

- 19 entries
- One market
- Relationship with local High School
- Used ABA flyers to help promote contest
- Offered local incentive of Visa Gift Cards totaling \$400
- Local bank management used for judging state winner





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## Takeaways

- Press release to local media outlets announcing winner
- Social media used to announce winner and display entries from those that were not determined winners
- Simultaneously presented Get Smart About Credit monthly during the contest period to help provide resources for the students
- Increased brand recognition and awareness with student demographic
- Opened a small amount of checking/saving accounts as a result of the contest





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## Lessons Learned

- Improve communications about contest with team members and the general public once the contest is announced and throughout contest period to allow excitement to build
- Follow students progress and share during the process
- Determine a better timeline due to holidays within contest period
- Expand into other markets in 2017-2018





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# Justin Jack

Social Media Marketing Specialist  
Waco, Texas  
[jjack@extracobanks.com](mailto:jjack@extracobanks.com)





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## How did Extraco Banks market the contest?

- Local schools (Public & Private)
- Emailed ISDs, Principals, counselors, art, theatre & A/V Instructors individually
- Online- Social media channels, website, mobile banking
- Email customers
- Newspaper & local TV mentions





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## Incentives

Extraco Banks offered (4) scholarships of \$500 each for the top 4 entries.

We also awarded our entrant an additional \$2,000 scholarship once we found out he was a finalist.







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## Employee involvement

- Email notification
- Lobby flyers
- Regional employees judged entries
- Employee promotion via social media
- Employee participation at the winner reveal party





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## Judging Structure

- 4 regional winners within our banking footprint selected by the bank
- Peer voting on facebook
- Winner was selected as our representative





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# Obstacles

- Getting the information to the right people
- Making sure the submission rules were clear
- Identifying external vote sharing scams





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## Winner Announcement

Extraco Banks sponsored a reveal party at the school.

We provided refreshments and goodie bags for the students.

The school live broadcasted the ABA reveal video to the students.





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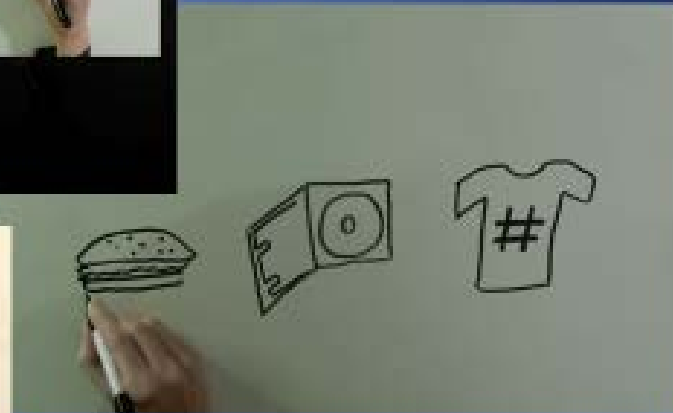


NATHAN MITCHELL'S MONEY MANAGEMENT SHORT  
EXTRACO BANKS  
NATHAN MITCHELL  
WACO, TX

1<sup>ST</sup>  
PLACE



Photo courtesy of Rod Aydelotte and the Waco Tribune





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# ABA PR Point of Contact



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# PR Promotion Resources



- Customizable Press Release
- Customizable Media Pitch
- Sample Photo Release
- Social Media Guide



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# #LightsCameraSave Saver's Choice

- NEW! Social Media Contest
  - Comprised of 4-6 National Finalists
  - Contest runs Feb. 1, 2017 thru Feb. 8, 2017
  - Vote on Facebook
  - Winner Receives GoPro Camera





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# Registration 1-2-3

The screenshot shows the ABA website home page. At the top, there's a navigation bar with links like 'About ABA', 'Training & Events', 'Policy Issues', 'Advocacy', 'Compliance', 'Tools & Resources', 'Products', and 'ABA Foundation'. Below this is a large banner for 'Lights, Camera, Save!' with a clapperboard and various icons. Underneath the banner, there's a section titled '2016-2017 Contest Overview' and a 'Register Your 2016-2017 Participation' button. At the bottom, there's a 'Free Webinars' section with links to sign up for a webinar on August 27 and view previous webinars.

1. Visit

[aba.com/lightscamerasave](http://aba.com/lightscamerasave)

The screenshot shows the 'RETURNING USERS' login page. It features a 'User Name' field with 'pssthe@ata.com' and a 'Password' field. There are links for 'Forgot your username' and 'Forgot your password'. A 'Remember Me' checkbox and a 'Login' button are also present. Below the login fields, there's a 'NEW USERS' section with a link to 'Please click here to set up your account and complete your purchase/registration' and another link for 'Not sure if you have an account? Click here'.

2. Shopping Cart Login

The screenshot shows the 'Lights, Camera, Save! Participation' registration form. It includes instructions to 'ENTER Record(s)' and a list of steps: 1. Select state from drop down menu, 2. Click 'Add', 3. To enter additional locations, repeat the above steps, 4. After entering all your location information, click 'Submit'. The form has a 'State' dropdown menu set to 'DC - District of C' and a 'City' dropdown menu set to 'Washington'. There are 'Add' and 'Clear' buttons. At the bottom, there's a field for 'If your bank is on Twitter please provide your bank's handle @' and an 'Opt out from program participation' button.

3. Complete Registration Form



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# Lights, Camera, Save! Resources

Confirmation Email within 24 Hours

Material Resource Webpage

Wed 7/20/2016 4:01 AM  
ABA Community Engagement  
Registration Confirmation for Lights, Camera, Save 2016-2017

To: Jeni Pastier

Thank You for registering for the Lights, Camera, Save 2016-2017 campaign. This is your official confirmation of registration. All contest materials and communications tools can be viewed on the [2016-2017 LCS Resource Page](#). Your 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 her at (202) 663-5453.

**Your Record Locator Number is 76-807136**

**Registrant Information**

Jeni Pastier  
American Bankers Association (ABA)

**Locations Entered**

State	City	Presentations	Students	Employees
DC	Washington	0	0	0

[Click here](#) to make changes or to register for another financial education campaign. To stay up-to-date with additional financial education resources, subscribe to the [Spirit of Banking](#) newsletter.

2016-2017 Lights, Camera, Save! Banker Resources

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**2016-2017 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.

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[View the 2015-2016 winning videos](#)

**Free Webinars**

- ▶ Sign up to attend the free 2016-2017 Lights, Camera, Save! Best Practices Webinar on **Tuesday, August 23 at 2:00 p.m. EDT**
- ▶ Visit our Financial Education Training Webinar Portal to view previous contest webinars.

**Contest Materials**

- ▶ Banker Internal Judging Packet
- ▶ Bank Submission Packet
- ▶ Contestant Submission Packet
- ▶ Customizable School Flyer
- ▶ Customizable Student Flyer
- ▶ Customizable Statement Stuffer
- ▶ Customizable Table Tent
- ▶ Official Rules
- ▶ Customizable Student Participation Certificate



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## Q&A

- Submit question using “CHAT” feature on toolbar
- Additional Information [aba.com/LightsCameraSave](https://aba.com/LightsCameraSave)
- Questions?
  - Contact Jeni Pastier at [jpastier@aba.com](mailto:jpastier@aba.com) after webinar



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