

*Fall Into Financial
Education with
Lights, Camera, Save!*



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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 Financial Education Staff Point of Contact



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Webinar Agenda

- 2018-2019 Lights, Camera, Save! Contest Overview
- Registration
- Making Lights, Camera, Save! a Success Through Social Media
 - Caitlin Croswell, Social Media Senior Manager, ABA
- Additional Contest Promotion
- Questions & Answers

What is Lights, Camera, Save!

Banker driven video contest that teaches teens the value of saving.

➤ Benefits:

- Hands on Activity for Students
- Peer to Peer Learning
- Fun Connection with Community
- Brings Positive Bank Publicity





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What is the Bank's Role in the Contest?

- *Register:* Free through ABA's Shopping Cart.
- *Market Contest:* Advertise your involvement in the contest from August through November.
- *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 14, 2018.



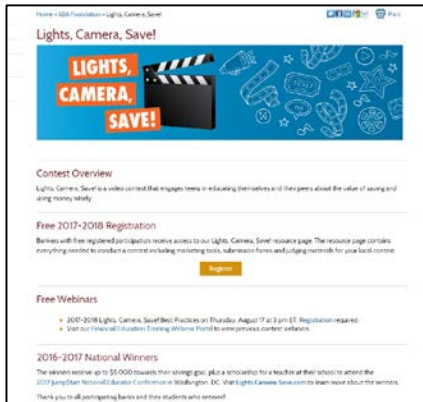
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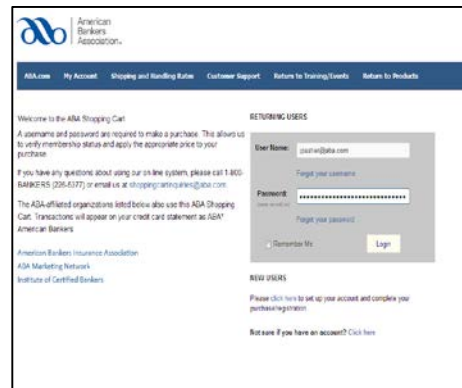
Contest Basics for Students

- *Contest Period:* October 1 - December 3, 2018
- *Age:* Students must be 13-18 years of age as of Oct. 1, 2018
- *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 2019 Jump\$tart National Educator Conference
- *Submission:* Video sharing website

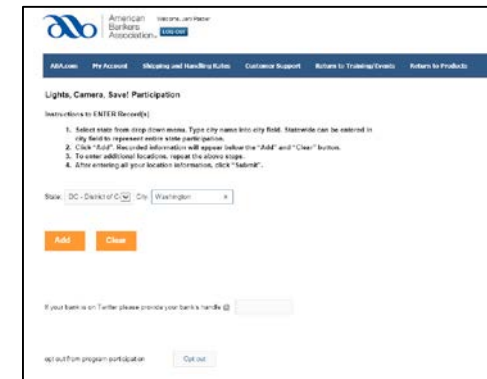
Registration 1-2-3



1. Visit aba.com/lightscamerasave



2. Shopping Cart Login



3. Complete Registration Form



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Lights, Camera, Save! Contest Resources

Confirmation Email within 24 Hours

From: ABA Community Engagement
Sent: Monday, August 14, 2017 1:33 PM
To: communityengagement@aba.com
Subject: Registration Confirmation for Lights, Camera, Save 2017-2018

Thank You for registering for the Lights, Camera, Save 2017-2018 campaign. This is your official confirmation of registration. All contest materials and communications tools can be viewed on the [2017-2018 LCS Resource Page](#). Your bank will now appear on the Participating Banks 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 78-600642

Registrant Information

ABA Foundation
 American Bankers Association

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.

Materials Resource Webpage

2017-2018 Lights, Camera, Save! Resources

2017-2018 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.
[View the 2016-2017 winning videos](#)

Free Webinars

- 2017-2018 Lights, Camera, Save! Best Practices on Thursday, August 17 at 3 pm ET. Registration required.
- 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 Teacher Flyer
- Customizable Student Staffer
- Customizable Table Tent
- Official Rules
- Customizable Student Participation Certificate

Communication Tools

- Social Media Guide
- Customizable Call For Entries Press Release
- Customizable Press Pass



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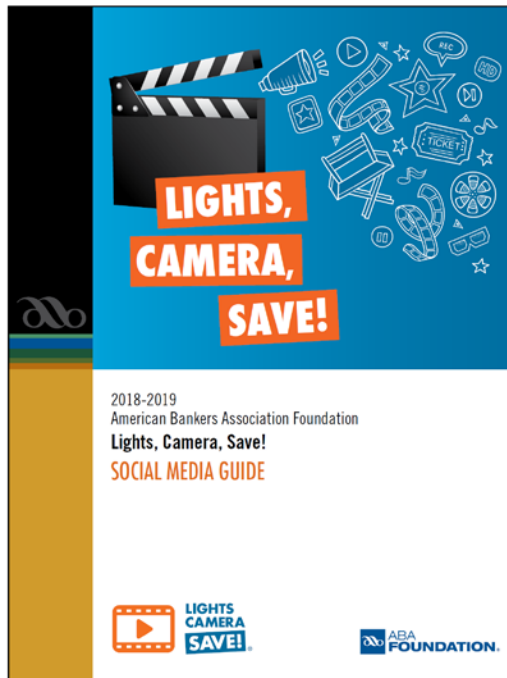


ABA Social Media Staff Point of Contact



Caitlin Croswell
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Utilizing Social Media



- Social Media Guide
 - Posts for Facebook, Twitter, Instagram
- Cross Promotion
 - Whenever possible, tag school and any other relevant parties
- Photo Releases
 - Be sure to get these done so you can share photos from events (like viewing parties) to your social channels



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Utilizing Social Media

A note regarding the social media guide:

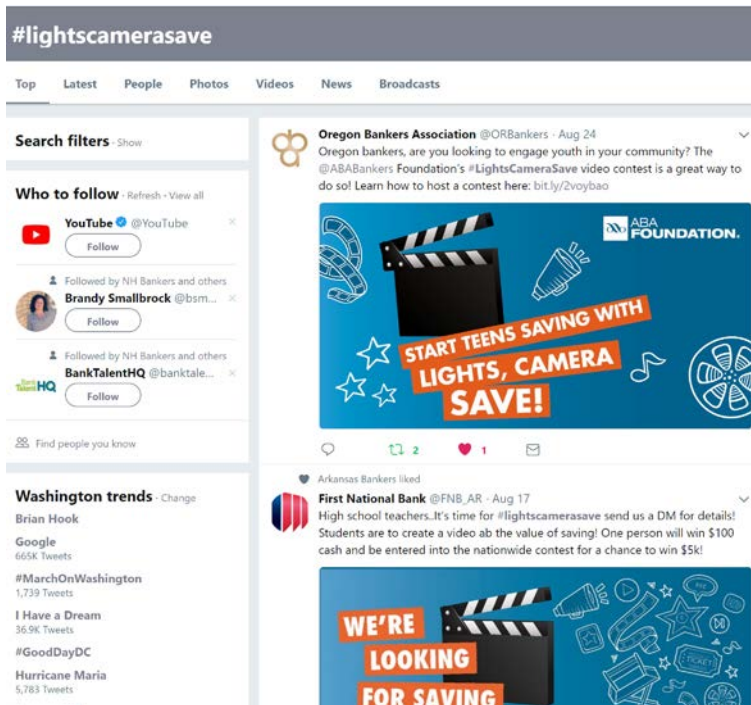
1800x1800 pixels (Instagram only)



1200x627 pixels (Facebook and Twitter only)



Utilizing Social Media



- #LightCameraSave
 - Use the hashtag on Twitter and Instagram so that your posts are discoverable by ABA and others
- Follow Us!
 - Twitter: @ABABankers, @FinLitJeni
 - Facebook: @AmericanBankersAssociation
 - Instagram: @americanbankersassociation

Savers' Choice

- Voting takes place online
- Comprised of 4-6 national finalists
- Voting takes place 2/13/19-2/20/19
- Winner gets a GoPro!





Contest Promotion Materials

School and Educator Flyers

Statement Stuffers and Table Tents

WE'RE LOOKING FOR SAVING STARS!

[INSERT BANK NAME]

Our bank is participating in the American Bankers Association Foundation Lights, Camera, Save! video contest for teens between the ages of 13 and 18.

ENTERING IS EASY!

1. Ask any bank representative for an official Lights, Camera, Save! entry form.
2. View winning videos and get more information at LightsCameraSave.com.
3. Create a video that shows the value of sound money management in a way that will appeal to other teens.
4. Submit your video and the completed entry form by December 3, 2018 to: [INSERT EMAIL ADDRESS]

FORTUNE, FAME, AND A LOT OF FUN.

FORTUNE:
The three national winners of Lights, Camera, Save! will receive awards of \$1,000, \$2,500 or \$5,000. Your school could win a scholarship to attend the 2019 JumpStart National Educators Conference.

FAME:
Winning videos will be posted on YouTube and become part of a national campaign to make sound money management relevant to teens.

FUN:
We're looking for creative, innovative concepts that show the importance of sound money management—let your imagination run free!

Visit LightsCameraSave.com to learn more about the contest.

Student Flyers

LET YOUR STARS SHINE AND YOUR SCHOOL COULD WIN BIG!

ATTENTION TEACHERS AND SCHOOL ADMINISTRATORS!

Our bank is participating in the American Bankers Association Foundation Lights, Camera, Save! video contest to engage teens in educating themselves and their peers about saving and using money wisely. We're looking for creative, innovative concepts—your students' imaginations are the only limit to coming up with unique savings scenarios! Winning videos will be posted on YouTube and viewed by people across the globe. The contest is free and open to all students age 13-18, with the videos of local winners moving on to the national competition. The entry period is Oct. 1-Dec. 3, 2018.

The top three national winners of Lights, Camera, Save! will receive awards of \$1,000, \$2,500 or \$5,000 to fund their saving goals. Equally rewarding—if one of your students is a top-three national winner, your school will win a scholarship to attend the 2019 JumpStart National Educators Conference. Winners will be announced in February of 2019.

HOW SCHOOLS CAN PARTICIPATE

To learn more about participation and receive a student entry form, contact:

[INSERT BANK NAME]
[INSERT BANKER NAME]
[BANK EMAIL ADDRESS]
[INSERT BANKER PHONE NUMBER]

Visit LightsCameraSave.com to learn more about the contest.

WE'RE LOOKING FOR SAVING STARS!

Our bank is participating in the American Bankers Association Foundation Lights, Camera, Save! video contest for teens between the ages of 13 and 18. Create a video about smart money skills and you could win \$5,000!

ENTERING IS EASY!

1. Ask a bank representative for an official Lights, Camera, Save! entry form.
2. Create a video that shows the value of sound money management in a way that will appeal to other teens.
3. By December 3, 2018, submit your video and the completed entry form to: [INSERT BANK NAME]

[INSERT BANKER NAME AND EMAIL ADDRESS]
[INSERT BANKER PHONE NUMBER]

For more information, visit LightsCameraSave.com.

FORTUNE:
The top three national winners of Lights, Camera, Save! will receive awards of \$1,000, \$2,500 or \$5,000. Your school could win a scholarship to attend the 2019 JumpStart National Educators Conference.

You will be posted on YouTube and become part of a national campaign to make sound money management relevant to teens.

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Promote Contest Locally

- Beyond the classroom (A/V classes, Guidance Counselors, Theater Department, School Board/District)
- Community Theaters
- National organizations with local chapters
 - Family, Career, Community Leaders of America (FCCLA)
 - Future Business Leaders of America (FBLA)
 - Girl Scouts
 - Jump\$tart
 - Junior Achievement
 - SkillsUSA
 - State Film Commission Offices

Direct all marketing efforts to www.lightscamerasave.com



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Questions & Answers

- Submit questions using “Q&A” feature on the left of screen
- More Information aba.com/LightsCameraSave
 - Webinar recording and slides will be posted there next week
- Additional Questions?
 - Contact Jeni Pastier at jpastier@aba.com after webinar



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