



**LIGHTS
CAMERA
SAVE!**®

ABA FOUNDATION

It's Back!! 2023 Contest

ABA Point of Contact



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- ✓ **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!**

Play second place video



WHAT is Lights, Camera, Save?



ABA FOUNDATION

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



aba.com/LightsCameraSave

WHY Lights, Camera, Save?



ABA FOUNDATION

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



And one of them is finances.



aba.com/LightsCameraSave

HOW Lights, Camera, Save?



Go to: aba.com/lightscamerasave to register then you'll get the link to the resource page!!

Contest Materials

- [Communications Toolkit](#)
- [2023 Official Contest Rules](#)
- [2023 Banker Internal Judging Packet](#)
- [2023 Bank Submission Form](#)
- [2023 Contestant Submission Packet](#)
- [Consumer Flyer](#)
- [Customizable School Flyer](#)
- [Customizable Statement Stuffer](#)
- [Customizable Student Flyer](#)
- [Customizable Table Tent](#)
- [Customizable Teacher Flyer](#)
- [Customizable Student Participation Certificate](#)

WHO Lights, Camera, Save!



ABA FOUNDATION

Calling all Marketers



- **#1 Hit your SCHOOLS!!!!**
 - production classes
 - clubs like DECA/FBLA)
- **USE the Socials**
- **Community Theaters/Centers**
- **Find Local chapters**
 - **Girl Scouts**
 - **Jump\$tart**
 - **Junior Achievement**
 - **SkillsUSA**
 - **State Film Commission Offices**

WHERE Lights, Camera, Save!



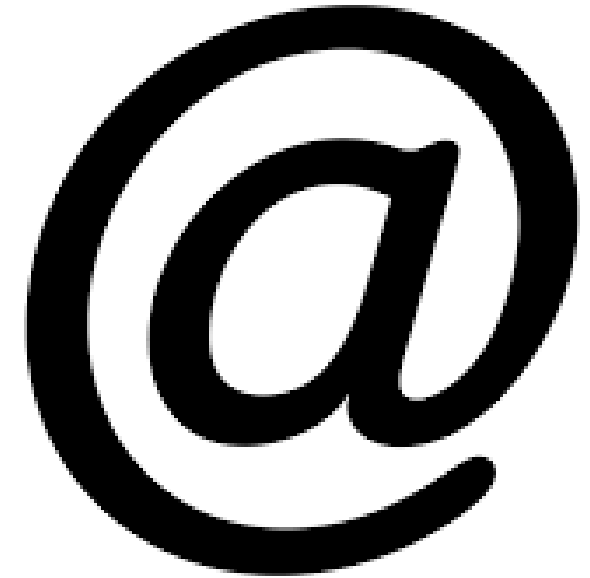
Bankers:

aba.com/LightsCameraSave

Non-Bankers:

lightscamerasave.com

Direct all marketing to lightscamerasave.com



WHEN Lights, Camera, Save!



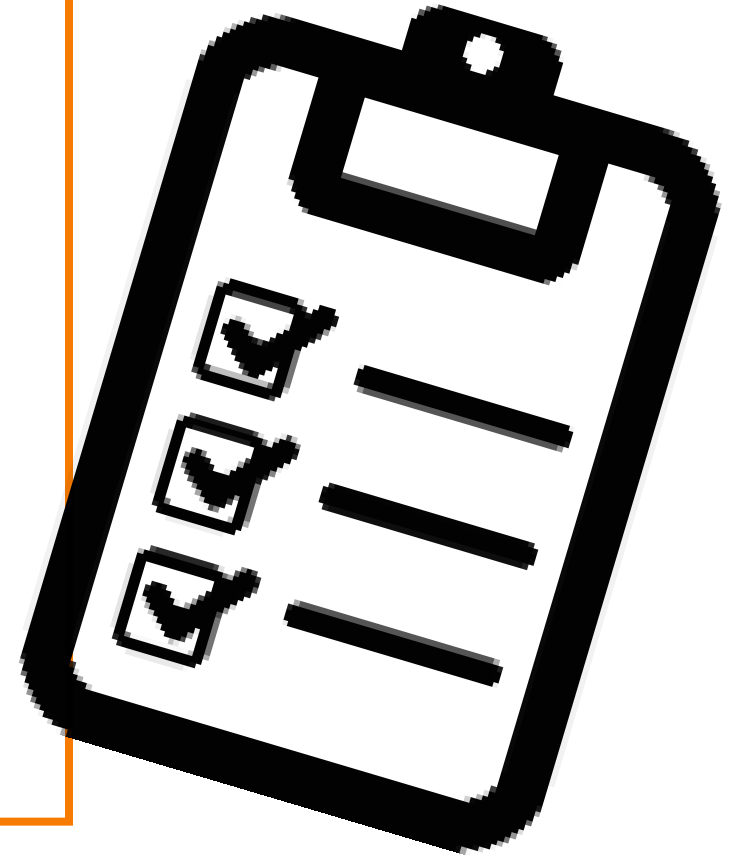
Contest Opens Oct 1 - Dec 1

Students must be 13-18 years of age as of October 1, 2023

Length: 30 seconds or less

Topic: ANY personal finance theme

Submission: Electronic only



Video Selection



Scoring Criteria:

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

Bank Judging: Dec 1 – 8

Student File Upload to ABA:
By Jan 5, 2024

Instagram Judging: Jan 16–19

Final Round: Jan 22 – 26

Winner Announcement: February 20, 2024



Play first place video



Show Me the Money!!



ABA FOUNDATION



Local Prizes: Optional
Up to each bank

National Prizes:

1st Place - \$5,000

2nd Place - \$2,500

3rd Place - \$1,000

Bankers Choice: \$500+ Bundle

Voted on and awarded at ABA's Annual Community Bankers Conference in February 2024

Not possible without Sponsors!





High Yield Savings by Plinqit



Confidential

info.plinqit.com

We are...



A team of former bankers

Female-founded and led, venture-backed
fintech based in Ann Arbor, Michigan

50+ FI customers and partners



Plinqit makes sense when...



Increase
Deposits



Financial Wellness /
CRA



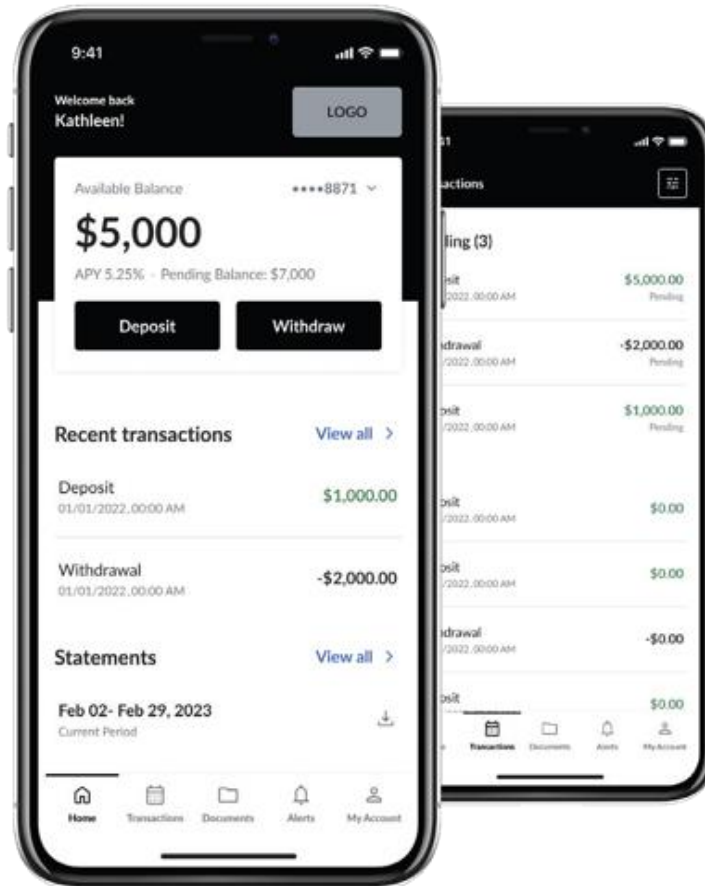
Grow into New Markets
Geographic or demographic markets

Two deposit products



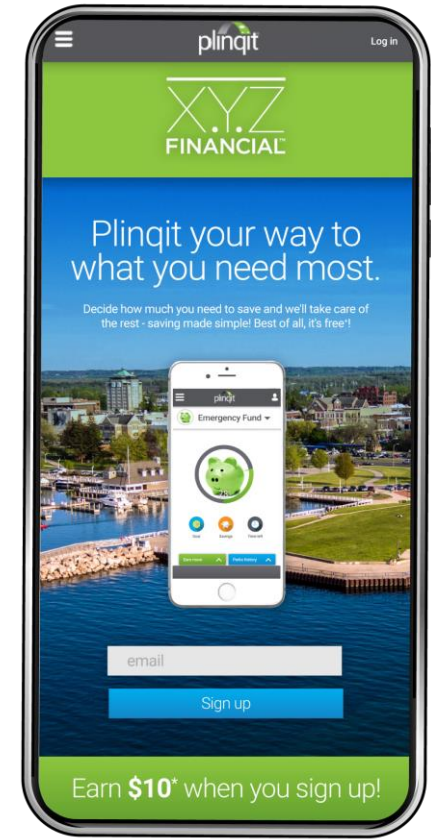
High Yield Savings

- Volume deposits



Automated Savings

- Low cost deposits
- Cross-sell opportunities
- New relationships
- Pay to Learn*



Plinqit can help with automated savings



59%
of users are 18 – 44



80%
of users reach
their savings goal



55%
of users engage
with financial
education content

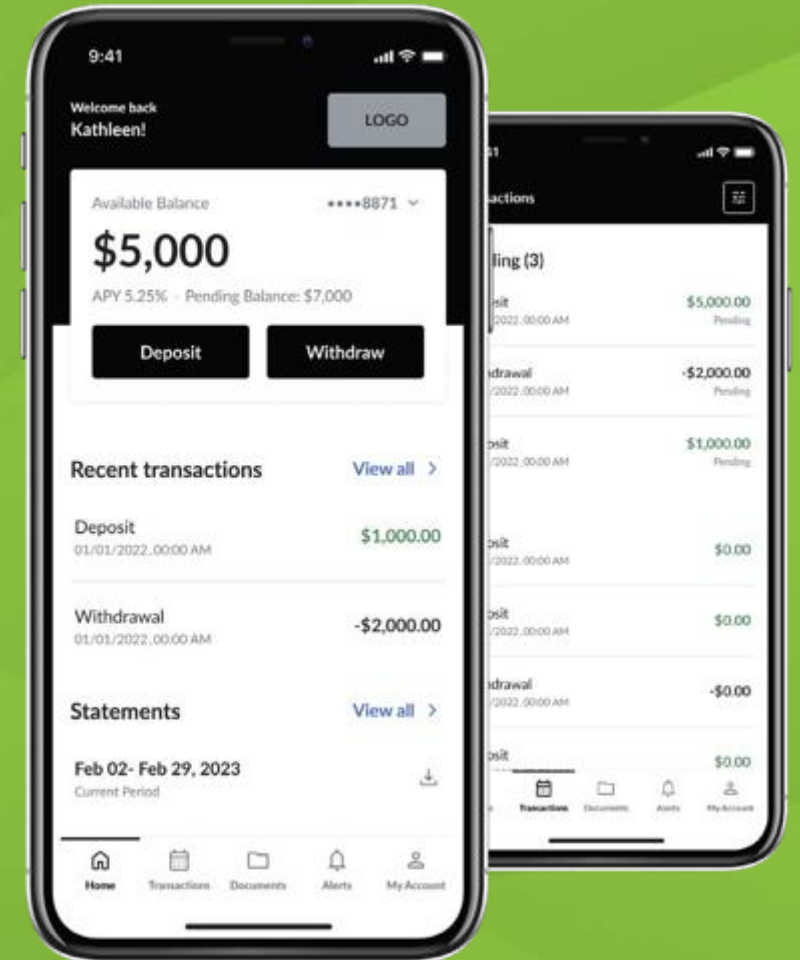


150+
content pieces in our
wellness library

Why Plinqit for High Yield Savings?

High Yield Savings (HYS) by Plinqit allows your financial institution to test drive a digital brand.

HYS is a fully white label, end-to-end product with high growth potential and minimum investment.





To learn more visit
info.plinqit.com/highyieldsavings

Social for Lights, Camera, Save!



#LightsCameraSave

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

Follow Us!

Facebook: @AmericanBankersAssociation

Instagram: @americanbankersassociation

Twitter: @ABABankers

WHERE Lights, Camera, Save!



Register to Participate



FREE to Any Bank in USA



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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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