



Part 6: You've Done a Presentation, Now What?

In This Section:

Tips for Working with the Media

page 42

Financial Literacy Talking Points

page 43

Sample Press Release

pages 44 - 45



Part 6: You've Done a Presentation, Now What?

1. Complete a self-evaluation.
 - a. Reflect on your lesson. What went well? What changes need to be made?
2. Collect evaluations from participating school.
 - a. Online evaluations/surveys have a much higher chance of being completed. Creating something through a site like Survey Monkey will allow for easy data collection.
 - b. See sample evaluation in Part 3.
3. Promote event with media and on social media. Get your bank's marketing team involved!
 - a. Press Release
 - b. Media Advisory
 - c. Facebook
 - d. Instagram
 - e. Twitter

Tips for Working with the Media

You should have several tools ready to promote your financial literacy program:

- **Press Releases, Media Advisories and Op-eds**
 - VBA and the ABA offer free press kits for sponsored programs (see sample on pages 42-43).
- **Interview Preparation**
 - Know the facts and details of your financial literacy efforts
 - Pick and focus on a certain set of key points - don't provide too much unnecessary information (see financial literacy talking points on next page)



Sample Financial Literacy Talking Points

General

- The economic crisis sent a message that financial education can no longer be optional or a privilege.
- Financial education and hands-on money skills are critical in building a generation of smart money managers.
- 53% of banks nation-wide report teaching financial literacy and 58% conduct financial literacy outreach.
- On the national level, the American Bankers Association has helped bankers reach their communities through their sponsored programs. More than 155,000 bankers have reached nearly seven million young people through these programs.

Virginia Specific

- According to the Council for Economic Education's "Survey of the States," Virginia is one of 20 states in the nation that requires high school students to take a course in economics and one of 17 states that requires high school students to take a course in personal finance.
 - Virginia was highlighted in this report as "leading the charge in preparing students for lifelong financial success."
- Virginia was one of five states to receive an "A" for financial literacy, according to a [Champlain College Center for Financial Literacy Report](#).
- The Virginia Bankers Association helps bankers educate young people through its savings and credit programs. Last year, more than 21,000 students received financial literacy education from Virginia bankers between Get Smart About Credit, Teach Children to Save, and the VBA Bank Day Scholarship Program.
- Last year, nearly 80,000 students took the one credit course on personal finance and economics.



Sample Press Release – VBA Bank Day Scholarship Program

For Immediate Release

For More Information:

[Contact Name]

Position

Bank

Contact Phone Number & Email]

[Bank Name] Participates in VBA Bank Day Scholarship Program:

**Virginia High School Seniors Will Shadow Bankers for a Chance to
Win College Scholarship Money**

[City, VA (Date)] – On **[Date]**, Virginia high school seniors will spend the day shadowing bankers at **[bank name]** as part of Bank Day, a statewide effort sponsored by the Virginia Bankers Association (VBA) Education Foundation and the Virginia Bankers Association Emerging Bank Leaders. The purpose of the day is to expose students to the banking industry and provide an opportunity for the students to learn about banking, financial services and the vital role **[bank name]** plays in its community.

The third Tuesday in March was declared Bank Day by the Virginia General Assembly in 1991 and **[bank name]** is proud to host students for this important program. From their experience, participating students will write an essay for the chance to win a scholarship. Six regional scholarships of \$2,500 each will be awarded, and from those six winners an overall statewide winner will be chosen. The statewide winner will receive an additional \$5,000 scholarship and receive \$7,500 in total. There will also be six honorable mention scholarships of \$1,000 each. In all, twelve students will receive scholarships totaling \$26,000.

During their visit, the students will **[visit various bank departments and learn about the loan process, the importance of good credit, the profile of a qualified borrower, appropriate etiquette during a job interview, how [bank name] is involved in the community, the Federal Reserve System, payments, etc.]**.

"Bank Day is one of the best short-term, hands-on experiences that a classroom teacher can offer their students—the opportunity to go inside the bank vault, to watch customer/bank officer interaction, to learn about the many services that banks offer, and to start the networking that often leads to part-time and summer jobs, scholarships, and a start on a career path in the financial world," said Bruce Whitehurst, President & CEO of the Virginia Bankers Association.



[Optional quote from your bank's President.]

About [bank name]

[Information]

About the VBA Education Foundation

The Virginia Bankers Association Education Foundation was formed in 2007 with the objective of recognizing the importance of economic education and financial literacy in Virginia and supporting the banking industry as a key participant in these areas. Their mission is to advance personal financial literacy to students in all public and private schools across the Commonwealth.

###