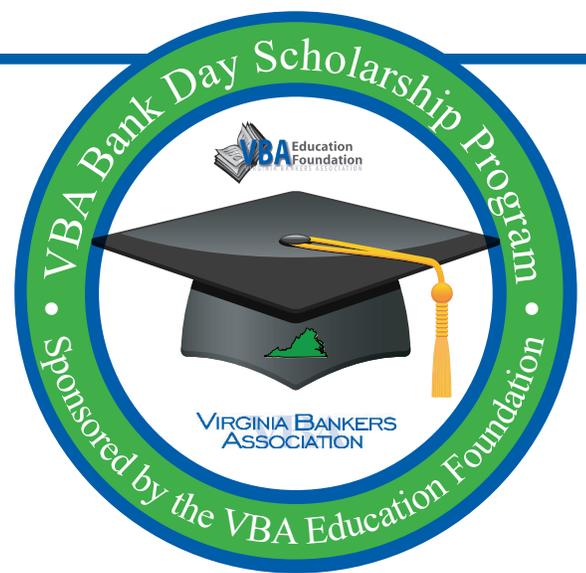


VBA Bank Day Scholarship Program
CONTACT YOUR LOCAL
SCHOOLS!



VBA Bank Day School & Student Outreach Manual

*Thank you for signing up for the VBA Bank Day Scholarship Program!
In this packet, you will find the following resources to help you as you
contact local schools:*

Tips for Contacting Schools

Sample Outreach Letter

Sample Calling Script & FAQs

Fact Sheet & Flyers for Schools

Essay Guidelines, Selection Criteria & Planning Document: Schools

Important Deadlines & Dates: Schools

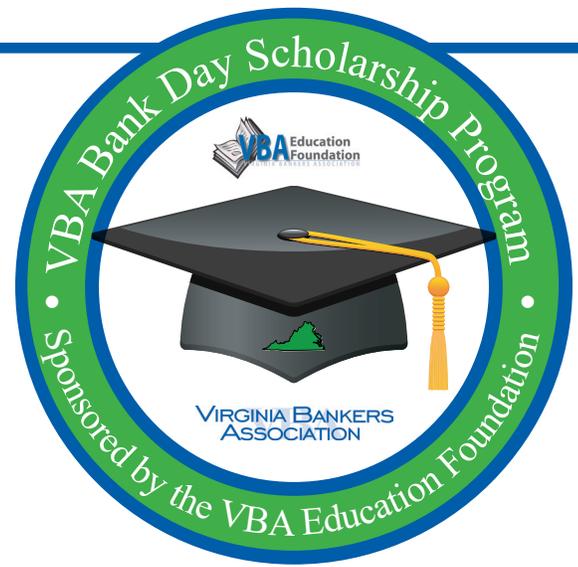
Sample Schedule: Students

Registration Form: Students

Confirmation Email, Photo Release and Thank You Email Templates

VBA Bank Day Scholarship Program

TIPS FOR CONTACTING SCHOOLS



Sponsored by the VBA Education Foundation and the VBA Emerging Bank Leaders

You've decided to participate in the Bank Day Scholarship Program. Now what?

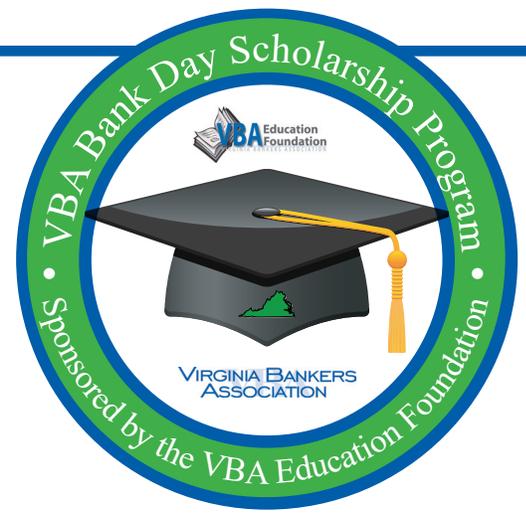
First, identify the public and private schools in your area. Visit <http://high-schools.com/virginia.html> for a list of high schools in Virginia by city. Email Monica McDearmon at mmcdearmon@vabankers.org for a list of Title 1 schools.

Once you've identified which schools you would like to contact, please keep in mind the following tips while planning your day:

- (1) **Find teachers with a financial education passion.** Seek out teachers who are already integrating personal finance lessons into their current curriculum or are teaching the one credit course on economics and personal finance. Consider those that teach business, economics, family and consumer science, and math classes - you'll find a friendly partner there!
- (2) **Communicate your intentions.** Some teachers are protective of their students and may be skeptical of your intentions, suspecting that you're trying to market or promote bank products. Stress your goal is to educate and not to market. And stick to it. The more you can assure them of your intentions, the better. Remind them that Bank Day will be great preparation for the students as they go off to college or enter "the real world" and that there will be \$26,000 in scholarships available for 12 students (six \$2,500 regional winners, with one student winning an additional \$5,000; another six honorable mention scholarships of \$1,000 each will also be awarded - one in each of six regions around the state).
- (3) **Understand the realities and pressures that teachers and students face.** Teachers are busy, so they may not be able to talk to you when you first contact them. Make your initial contact early enough for them to be able to plan with the appropriate people at the school. Leave a detailed message and try contacting them again if they do not get back to you after a few days. Also, you'll need to take a flexible approach and see what dates work for the student's schedule. If a student cannot participate in the program on March 17th, see if there is another day that works better. While the official date for Bank Day is March 17th, we want to ensure that as many students as possible are able to participate.
- (4) **Know your audience.** A great Bank Day experience is a way to guarantee that teachers will send students to your bank for Bank Day next year. During your day, keep the following in mind: keep it real with real-life experiences; focus on "must-know" information versus "good-to-know"; and know that students are listening - even when you think they are not. Go into your Bank Day with the goal of having the students remember one or two key things from their visit, and you won't be disappointed.

Before calling teachers...Don't forget to review our Bank Day Calling Script and FAQ documents included in this packet!

VBA Bank Day Scholarship Program CALLING SCRIPT



*Sponsored by the VBA Education Foundation and
the VBA Emerging Bank Leaders*

**Consider using this calling script when you are
contacting schools about the program:**

Hello, I am **[name]** with **[bank]**. I am calling to tell you about a scholarship program available for high school seniors at your school. **[Bank]** is partnering with the Virginia Bankers Association Education Foundation and the VBA Emerging Bank Leaders on a scholarship program called Bank Day, during which students from your school will have the opportunity to shadow a banker from **[bank]** for a day to learn about banking, financial services and the vital role **[bank]** plays in our community. From their experience, the students will be tasked with writing an essay based on their time at our bank. The essays will be judged by bankers across Virginia. A winner will be chosen from each of six regions in Virginia and from the regional winners, a statewide winner will be chosen. The regional winners will be awarded a \$2,500 scholarship for the higher education institution of their choice, and the statewide winner will be awarded an additional \$5,000 scholarship. Six honorable mention scholarships of \$1,000 each will also be awarded! That's \$26,000 in scholarships total!

[Insert other information about your plans, including the date(s) you plan to host students, if different from March 17, 2020.]

In order for the students to participate in the program, they must be provide a teacher's contact information, have a cumulative grade point average of 3.0 and be currently enrolled as a high school senior at a Virginia high school. Is this something you are interested in promoting to your seniors?

[If yes] Great, thanks for your interest. I would like to send you a fact sheet on the program, the student registration link and the essay guidelines. Will you provide your email address?

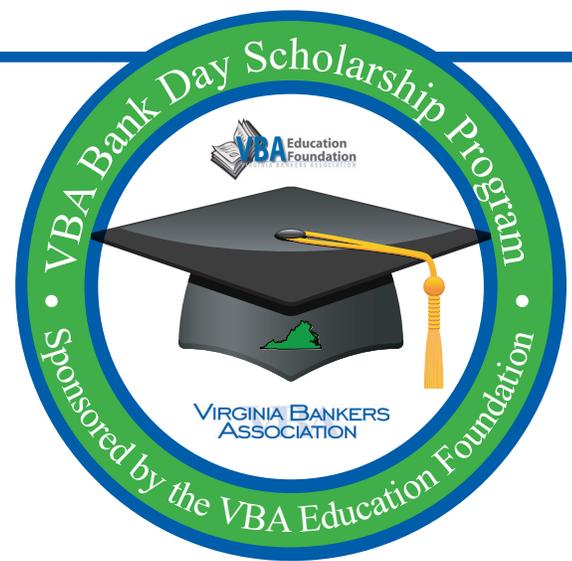
Thanks and I look forward to receiving registration forms from some of your students. If you have any questions, please don't hesitate to contact me at **[phone number and/or email address]**.

[If not] I understand. Do you have a colleague that might be interested in recommending students? Will you pass along that colleague's information?

*Please see next page for a list of questions that teachers might ask and
sample responses.*

VBA Bank Day Scholarship Program

CALLING SCRIPT - FAQs



Sponsored by the VBA Education Foundation and the VBA Emerging Bank Leaders

When is the entry form due?

Students should fill out the registration form online as soon as possible, but the cut-off for entry is March 10, 2020.

What if my students can't participate on March 17th?

The date is flexible. I am happy to see if there is another day that works, keeping in mind the essay submission deadline.

How many scholarships are available?

\$26,000 in scholarships - available for 12 students. There will be six regional winners, who will each receive \$2,500, and six honorable mention scholarships of \$1,000 each. One of the six regional winners will also be named the overall statewide scholarship winner, and that student will receive an additional \$5,000.

How long is the shadow day and what is the schedule of events during the day?

[Edit this response based on your plan for your specific Bank Day! Sample response:

The shadow day will be approximately 4 hours long. The student will come to the bank in the morning and leave after eating lunch with me. During the day, the student will be shown around the bank and I will go over key elements of day-to-day bank operation. The student will visit various departments in our bank and meet with department heads. The student might discuss the loan process or the importance of good credit with the head of the Loan Department or how to complete a job application and dress for an interview with the Human Resources Department.]

When are the essays due?

The essays are due on April 3rd by 5 p.m. The essays will be submitted directly to the Virginia Bankers Association via e-mail.

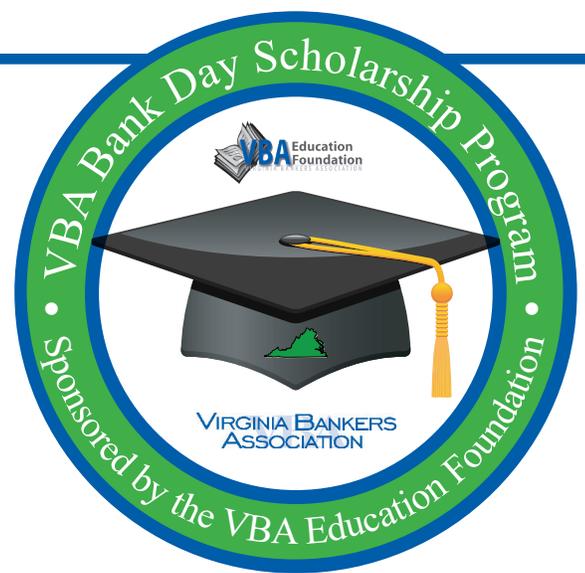
How will they find out they have won?

Winning students will be notified at the beginning of May. Regional winners will then be entered into a statewide competition for a chance to receive an additional \$5,000 scholarship. The statewide winner will be notified mid-May.

Is there any formal announcement from the bank?

The bank, as well as the Virginia Bankers Association, will be putting out press releases that contain the winning students' names and profiles. Winning students will also be featured in various Virginia Bankers Association publications, such as their magazine, *Virginia Banking*. We would be happy to present the scholarship at the student's end of the year award ceremony as well, if possible.

ATTENTION SENIORS: OPPORTUNITY TO WIN \$7,500 SCHOLARSHIP



VIRGINIA BANKERS ASSOCIATION BANK DAY SCHOLARSHIP PROGRAM

Have you always wondered what actually goes on inside a bank? Do you need \$7,500 to help pay for your college tuition? If so, consider participating in Bank Day.

On this day, you will spend a day in a bank shadowing a banker in their daily duties. After the day, you will write an essay based on your experience. These essays will be judged by bankers and thirteen scholarships (twelve regional and one statewide) will be awarded to the winners.

Bank Day will take place on Tuesday, March 17, 2020.



Scholarship Amounts:

\$1,000	Each for six honorable mention scholarships
\$2,500	Each for six regional winners
\$5,000	Statewide winner (\$7,500 total since all candidates will also be regional winners)

Participation Criteria:

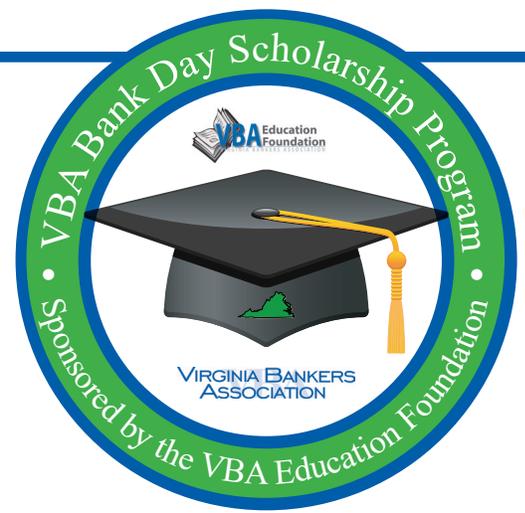
- Currently enrolled as a high school senior in a Virginia high school
- Cumulative GPA of 3.0 or higher
- Resident of Virginia
- Teacher/guidance counselor contact information provided by student

Deadlines & Important Dates:

- March 10, 2020: Deadline to sign-up for the program.
- March 17, 2020: Bank Day! Shadowing takes place.
- April 3, 2020: Student essays due by 5 p.m. Essays submitted directly to VBA via email.
- April 24, 2020: Regional and honorable mention winners notified. Regional winners will be entered into the statewide contest for an additional \$5,000 scholarship.
- May 4, 2020: State winner notified.

INTERESTED? CONTACT THE GUIDANCE DEPARTMENT FOR MORE INFORMATION.

VBA Bank Day Scholarship Program STUDENT REGISTRATION FORM (High School Seniors Only Please)



Please email this form to the Virginia Bankers Association at bankday@vabankers.org.

Please note: You can access and submit this form online by visiting:
<https://www.surveymonkey.com/r/bankdaystudent20>

First Name: _____ Last Name: _____ Current Cumulative GPA: _____

Address: _____

City: _____ Zip: _____

Personal Email Address (please print clearly and please do not use a school email address):

Phone Number: (_____) _____ - _____ Age: _____ Grade Level: _____

Dietary Restrictions: _____

High School: _____ High School City: _____

Bank and/or Banker Information (PLEASE DO NOT RETURN THIS FORM WITHOUT THIS INFORMATION):

Bank Name: _____ Bank Address: _____

Banker Full Name (if known): _____

Colleges/Universities Interested in Attending: _____

Desired College Major or Area of Interest: _____

Teacher or Guidance Counselor Contact at Your School: _____

Contact Title & Subject Taught: _____

Contact Address: _____

Contact Email: _____ Contact Phone Number: _____

Teacher/Guidance Counselor Signature

Date

Photo Release: For valuable consideration received, I hereby grant to the Virginia Bankers Association, and the organization's legal representatives and assigns, the irrevocable and unrestricted right to use and publish photographs of me, or in which I may be included, for editorial trade, advertising, and any other purpose and in any manner and medium; and to alter the same without restriction. I hereby release the Virginia Bankers Association and the organization's representatives and assigns from all claims and liability relating to said photographs.

Student Signature

Date