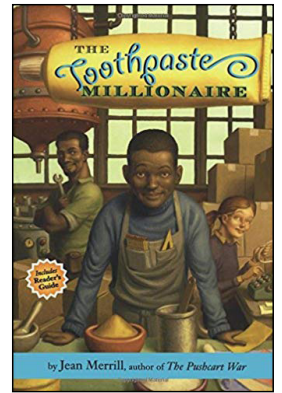


Next Steps for Bank Sponsors

Program Timeline
March 6-27, 2020



Step 1: Assign a team at your bank to lead your efforts.

Consider bank employees who are comfortable in the classroom and already participating in financial literacy efforts at your bank.



Step 2: Decide on your bank's level of involvement.

Being a sponsor for the Virginia Reads One Book program allows for community engagement opportunities for your bank and your employees. Bank engagement options are available at a variety of time commitment levels and could include the following:

- Attend school kick-off assemblies (on or around March 6, 2020)
- Purchase extra copies of the book through Read to Them to place around town and in your bank branches
- Be a guest reader
- Provide promotional giveaways or bank logo items to students
- Tie this program with a youth savings program that already exists at your bank
- Make classroom financial literacy presentations throughout the month of March using *The Toothpaste Millionaire* specific lesson plans created by the Virginia Council on Economic Education
- Alert your local media and offer to meet them on campus to attend the kick-off assemblies (with school's permission)
- Share your experience on your bank's social media channels
- Attend the program closing activity (on or around March 27, 2020)

Plan to keep the VBA informed of your plans! Email Monica McDearmon at mmcdearmon@vabankers.org to share details of your involvement.



Step 3: Support the school, students, families and community!

Be proud that your bank is helping to make a difference in the lives of families in the community you serve!

2020 Program Sponsors

For more information, contact Monica McDearmon at mmcdearmon@vabankers.org (VBA) or Cathy Plageman at cathy.plageman@readtothem.org (Read to Them).

New Sponsor
for 2020!

