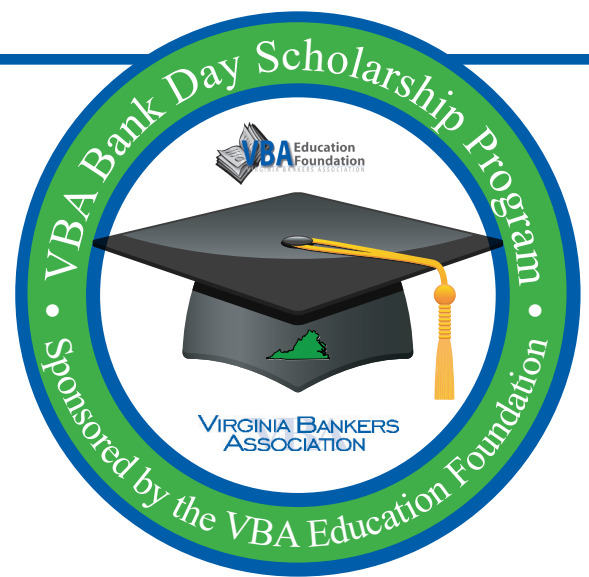# VBA Bank Day Scholarship Program
PRESS KIT

VBA Bank Day Press Kit

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 as promote your day with the media:

Press Opportunities

Tips on Media Outreach

Customizable Media Alert & Press Release

Social Media Guide

VBA Bank Day Scholarship Program
PRESS OPPORTUNITIES

- Media alerts and a press release will be sent to the VBA's media contacts with participating banks listed
- Inclusion of the bank's participation on the VBA's Facebook page
- Coverage of the event in various VBA publications and on social media
- Chance to build relationships with local high schools that could possibly lead to other financial literacy partnerships, like Get Smart About Credit Day
- Opportunity to give back to your community and show students more about the banking industry and careers in banking

Don't forget to send the VBA a summary of your participation and/or pictures of the day for inclusion on our social media platforms, in our financial literacy newsletter, The Kit, and in our magazine, Virginia Banking. Tag us on Facebook (Virginia Bankers Association), Instagram and Twitter (@vabankers), and use the hashtags #vabankers and #vbabankday.

Send any information or photos to Monica McDearmon at mmcdearmon@vabankers.org.

VBA Bank Day Scholarship Program
MEDIA OUTREACH

Suggested Items for Pre-Event Press Kit

In addition to the press release, fact sheet, essay requirements and your bank's Bank Day schedule, we suggest you send:

- ☐ Shadowed Banker Profile(s)
- ☐ Shadowed Banker Photo(s)
- ☐ Bank Profile
- ☐ Student(s) Profile(s)
- ☐ Student(s) Photo(s)*
- ☐ Invitation to a member of the press to join you at some point on Bank Day (optional if your bank is interested)

*Students will sign a photo release on their Bank Day registration form.
The VBA will alert your bank of any students who are not able to have their picture taken.