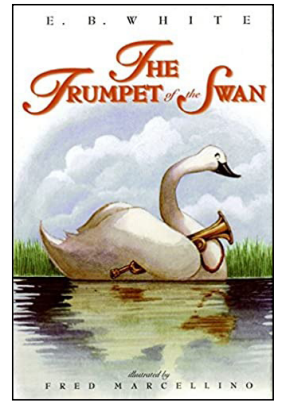


# Next Steps for Bank Sponsors

Program Timeline  
March 1-19, 2021



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

Consider bank employees who are comfortable in the classroom (either virtually or in-person) 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 1, 2021 - either virtually or in-person!
- Purchase extra copies of the book through Read to Them to place around town and in your bank branches
- Be a virtual guest reader or provide recordings of the chapters being read by members of your bank staff
- 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 (either virtually or in-person) throughout the month of March using *The Trumpet of the Swan* specific lesson plans
- 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 19, 2021

Plan to keep the VBA informed of your plans! Email Monica McDearmon at [mmcdearmon@vabankers.org](mailto: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!

## 2021 Program Sponsors

For more information, contact Monica McDearmon at [mmcdearmon@vabankers.org](mailto:mmcdearmon@vabankers.org) (VBA) or Anne Curry at [anne.curry@readtothem.org](mailto:anne.curry@readtothem.org) (Read to Them).

