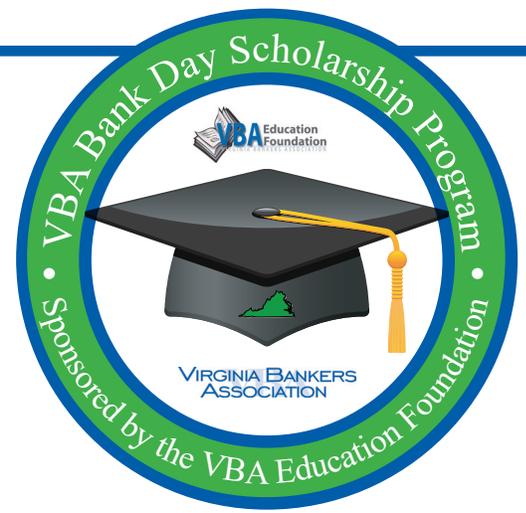


# VBA Bank Day Scholarship Program CALLING SCRIPT



*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?

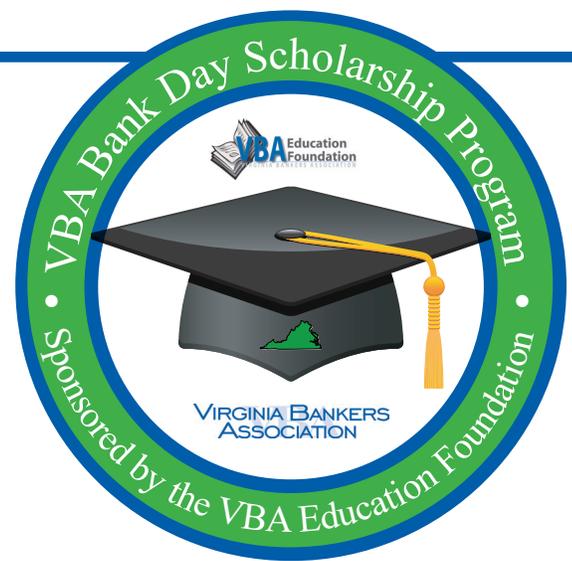
Thanks and I look forward to receiving registration forms from some of your students. If you have any questions, please don't hesitate to contact me at **[phone number and/or email address]**.

**[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



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### 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.