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).