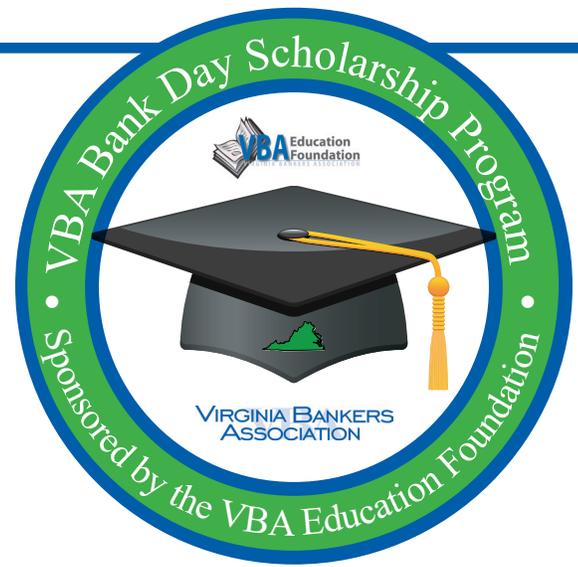


VBA Bank Day Scholarship Program

TIPS FOR CONTACTING SCHOOLS



Sponsored by the VBA Education Foundation and the VBA Emerging Bank Leaders

You've decided to participate in the Bank Day Scholarship Program. Now what?

First, identify the public and private schools in your area. Visit <http://high-schools.com/virginia.html> for a list of high schools in Virginia by city. Email Monica McDearmon at mmcdearmon@vabankers.org for a list of Title 1 schools.

Once you've identified which schools you would like to contact, please keep in mind the following tips while planning your day:

- (1) **Find teachers with a financial education passion.** Seek out teachers who are already integrating personal finance lessons into their current curriculum or are teaching the one credit course on economics and personal finance. Consider those that teach business, economics, family and consumer science, and math classes - you'll find a friendly partner there!
- (2) **Communicate your intentions.** Some teachers are protective of their students and may be skeptical of your intentions, suspecting that you're trying to market or promote bank products. Stress your goal is to educate and not to market. And stick to it. The more you can assure them of your intentions, the better. Remind them that Bank Day will be great preparation for the students as they go off to college or enter "the real world" and that there will be \$26,000 in scholarships available for 12 students (six \$2,500 regional winners, with one student winning an additional \$5,000; another six honorable mention scholarships of \$1,000 each will also be awarded - one in each of six regions around the state).
- (3) **Understand the realities and pressures that teachers and students face.** Teachers are busy, so they may not be able to talk to you when you first contact them. Make your initial contact early enough for them to be able to plan with the appropriate people at the school. Leave a detailed message and try contacting them again if they do not get back to you after a few days. Also, you'll need to take a flexible approach and see what dates work for the student's schedule. If a student cannot participate in the program on March 17th, see if there is another day that works better. While the official date for Bank Day is March 17th, we want to ensure that as many students as possible are able to participate.
- (4) **Know your audience.** A great Bank Day experience is a way to guarantee that teachers will send students to your bank for Bank Day next year. During your day, keep the following in mind: keep it real with real-life experiences; focus on "must-know" information versus "good-to-know"; and know that students are listening - even when you think they are not. Go into your Bank Day with the goal of having the students remember one or two key things from their visit, and you won't be disappointed.

Before calling teachers...Don't forget to review our Bank Day Calling Script and FAQ documents included in this packet!