



BANK ON BATON ROUGE 2021-2022 A CAPITAL AREA UNITED WAY INITIATIVE FINANCIAL INSTITUTION PARTNER COMMITMENT

Bank On Baton Rouge is a collaborative, voluntary initiative that will bring together financial institutions, community organizations, and federal and state regulatory agencies to help the unbanked of Baton Rouge open starter bank accounts and enter the financial mainstream, where they can begin saving, build a credit history, and invest for the future. It is also the goal of the coalition to provide financial literacy education and community resources to assist ALICE households to build a stronger foundation.

In order to achieve the program goals, we need your commitment to:

- Work collaboratively with the financial partnership of Bank On and the coalition's financial institutions.
- Offer no or low-cost accounts wherein the monthly service fee is \$10 or less.
- Offer an account with no monthly minimum balance requirement.
- Offer an account wherein the minimum opening balance requirement is \$25 or less
- Open transactional accounts (second-chance checking or second-chance checkless checking) for those with NSF/overdraft histories on ChexSystems of over one year. At its discretion, the financial institution may or may not provide a second chance transactional account to a customer with a prior NSF, overdraft or write-off history with its financial institution.
- Waive/Refund of one set of NSF/overdraft fees per year upon client's request and at the financial institution's discretion (strongly encouraged).
- Allow acceptable forms of ID, including the IRS Individual Taxpayer Identification Number (ITIN) as a secondary form of ID in lieu of Social Security numbers.
- Make Bank On Baton Rouge marketing material available and visible at your institution, and (if able) include a link to the Bank On Baton Rouge website on your institution's site.
- Dedicate a point person as the Bank On Baton Rouge ambassador at your institution/branch.
- Commit to work with Bank On Baton Rouge to track accounts and deliver results on a quarterly basis (if applicable).
- Make a financial investment as required by the initiative to cover marketing and outreach costs for Bank On Baton Rouge.

Although this is not a legally binding agreement, the Commitment to Participate expresses the intention of the financial institution to actively partner in the Bank On Baton Rouge campaign in FY2021. By signing this document, you attest to having received the CAABC/Bank On Baton Rouge Commitment to Participate and agree to be a partner of this coalition.

Name: _____ Date: _____

Representing: _____

Phone: _____ Email: _____

Signature: _____

We welcome you to Bank On Baton Rouge and look forward to our collaboration on making our community more economically stable.

COMMITMENT LEVELS

The marketing and publicity of Bank On Baton Rouge to reach the unbanked and underbanked population is supported by contributions from the participating financial institutions. The funds will be used exclusively to reach out to the unbanked and underbanked population in Baton Rouge by implementing and supporting the annual Bank On Baton Rouge advertising and marketing campaign.

The required commitment levels are:

Commitment Level	Minimum Commitment
Gold	\$750 - \$2,000
Platinum	\$2,000 and above

Gold commitment level includes the following:

- A small linked logo of your organization on the Bank On Baton Rouge webpage
- Mention in all press releases about the Bank On Baton Rouge initiative
- Opportunity to participate in city-sponsored events and promotions where Bank On Baton Rouge has a booth or presence
- Opportunity to represent your institution by teaching financial education workshops
- Inclusion of your organization in Bank On Baton Rouge printed brochures

- Access to data from the Bank On Baton Rouge campaign, which includes the impact of serving Low to Moderate Income (LMI) individuals and communities
- Access to information from other cities about how they expanded deposits and grew Bank On customers
- Opportunity to use Bank On Baton Rouge logo in your printed ads and other marketing materials
- Brochures, buck slips and window clings for your organization

Platinum commitment level includes:

- All benefits of the Gold commitment level
- A *large*, linked logo to your organization on the Bank On Baton Rouge webpage
- Participation in 4 media opportunities in FY2021/2022, including:
 - 2-minute remarks at all press conferences
 - Recognition of institution in radio advertising and PSA's
 - Representative of institution invited to televised interviews
 - Social media advertisement at top of Facebook page for 2 weeks
- Opportunity to create a financial literacy event unique to your institution ONLY
- Priority access to Capital Area United Way specific events/changes/ALICE reports

PRODUCT INFORMATION SHEET

Name of Financial Institution: _____

Address: _____

City: _____ State: _____ Zip: _____

Name of Bank On Baton Rouge Contact: _____

Phone: _____ Email: _____

List additional locations/branches where Bank On Baton Rouge products will be offered (if you need more space, please feel free to write on the back of this sheet):

Name: _____

Name: _____

Address: _____

Address: _____

Name: _____

Name: _____

Address: _____

Address: _____

1. Checking Account (no monthly minimum balance is required) – check one:

No Cost Low Cost – monthly service fee is (must be less than \$10): _____

Minimum opening deposit is: _____

2. Second Chance Checking Account (customer is in ChexSystem):

No Cost Low Cost – monthly service fee is (must be less than \$10): _____

Minimum opening deposit is: _____

3. Customer is required to attend financial education workshop as a prerequisite to opening a Second Chance account (customer is in ChexSystem):

Yes No

4. If you answered "Yes" to question #3, please check who will be offering the financial education workshop:

- In-house workshop Customer will be referred to Bank On Baton Rouge community partners

5. Will offer a low-cost savings account available to clients as a part of Bank On Baton Rouge (not required by your institution but encouraged):

- Yes No

6. Will your institution offer additional product benefits or incentives you would like potential Bank On Baton Rouge clients to know about? If yes, please describe below.

Return *Product Information Sheet*, along with *Commitment to Participate*, to:

Bank On Baton Rouge
700 Laurel Street
Baton Rouge, LA 70802

FOR MORE INFORMATION:

Delores Hurst
Bank On Baton Rouge Co-Chair
Capital Area United Way
700 Laurel Street
Baton Rouge, LA 70802
deloresh@cauw.org
225-382-3524

Blaine Grimes
Bank On Baton Rouge Co-Chair
blainegrimes@yahoo.com
225-278-9830

email: BankOn@cauw.org

Website: www.cauw.org/bankon

BANK ON BATON ROUGE SPONSORSHIP ENGAGEMENT CARD:

Category Activity	Status	Action Items
Your company Sponsorship		<ul style="list-style-type: none"> <input type="checkbox"/> Offer the products and services that meet or exceed the agreed upon National <i>Bank On Baton Rouge</i> Account Standards <input type="checkbox"/> Make a reasonable effort to open accounts for those with non-sufficient funds/overdraft histories on the ChexSystems (unless fraud related). Banks and credit unions have discretion regarding requiring money management or financial literacy training as a prerequisite for opening an account. If unable to open an account for such a customer, please refer them to another <i>Bank On Baton Rouge</i> institution <input type="checkbox"/> Make <i>Bank On Baton Rouge</i> marketing material available and visible at your institution, and if able include a link to the <i>Bank On Baton Rouge</i> website on your institution's website <input type="checkbox"/> With assistance from <i>Bank On Baton Rouge</i>, train branch employees on Bank On Baton Rouge products and services, so that they can offer high quality service to clients to those without a bank account. Some of these clients may be first-time banking customers or those who face account challenges in the past. <input type="checkbox"/> Offer/Open transactional second chance checking and saving accounts at low to no cost. <input type="checkbox"/> Waive/Refund one NSF/Overdraft fee per year at the clients request and at the discretion on your institution. <input type="checkbox"/> Allow clients to use IRS Individual Taxpayer Identification Number (ITIN) or an official government identification document as a secondary form of ID in lieu of social security numbers. (Mainly for the acceptance of non US citizens.) <input type="checkbox"/> Track <i>Bank On Baton Rouge</i> clients' accounts and make them available on a quarterly basis (if applicable)
Your company Volunteerism		<ul style="list-style-type: none"> <input type="checkbox"/> Make a financial commitment from your institution as required by the initiative to cover marketing, project exploration, and outreach costs for <i>Bank On Baton Rouge</i> <ul style="list-style-type: none"> ➤ Gold Commitment Level - \$750 -\$1999 ➤ Platinum Commitment Level - \$2000 and above
Recruiting Companies to Join the Campaign		<ul style="list-style-type: none"> <input type="checkbox"/> As a partner, you have leverage in your community. To ensure growth, we need to depend on that leverage, by asking you to open NEW doors for <i>Bank On Baton Rouge</i> to connect with prospective institutions to discuss the best way for each new prospect to become involved

