**Sample Calling Script – VBA Bank Day Scholarship Program** (See Part 4 for Information on this 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 the 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!

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 a high school senior. 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 no]** I understand. Do you have a colleague that might be interested in recommending students? Will you pass along that colleague’s information?