**Initial Bank Contact Email Template:**

Good [morning/afternoon] –

[Bank name] is thrilled to be able to sponsor your school to participate in Virginia Reads One Book (VAROB)!

I first wanted to e-introduce myself.  I am a banker at [bank name] and have been working closely with Anne Curry at Read to Them and Monica McDearmon at the Virginia Bankers Association Education Foundation to match our bank as a sponsor of your school.

[enter any information here about your bank’s financial literacy involvement in your community OR your involvement in VAROB in the past.]

I am interested in discussing your program details with you.  If possible, we would love to participate in your kick-off activities, serving as guest readers or any other involvement that you feel is appropriate – both virtually and in-person. [Enter any other specific engagement ideas you would like to discuss here. Some ideas include:

* Help with book organization and applying bank sponsor stickers before the program begins
* Attend kick-off activity/assembly
* Help pass out books to students at start of program
* Serve as guest reader (virtual or in-person)
* Provide giveaways/prizes to students
* Make VIRTUAL financial literacy presentations that correspond with financial literacy themes in the book
* Make IN-PERSON financial literacy presentations that correspond with financial literacy themes in the book
* Tie this program with a youth savings program that already exists at your bank
* Attend program culmination events
* Provide financial literacy presentations to the families/parents of the students at the schools]

You should have received the full set of program resources from Read to Them in December or early January that includes the [Implementation Packet](https://www.vabankers.org/sites/main/files/file-attachments/varob-2024-implementation-packet.pdf?1705437906). Feel free to respond to this email with your program details or, if you prefer, let me know a time we can set up a call soon as the program is set to begin in early March! Also, feel free to connect me with the appropriate person at your school that is managing the program details.

If you haven’t received them already, your school should be receiving the books for all students/staff by the last week of January as well as other program materials, including stickers for the inside cover of each book.

Again, we’re excited about the opportunity to support your school through this wonderful program, and we can’t wait to hear about all the exciting things you have planned for your students.  Thank you!

[Banker Contact Information/Signature]