

Financial Literacy & Community Engagement Ideas

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Financial Literacy Statistics



25%

of Americans say they don't have anyone they can ask for trusted financial guidance

73%

of teens reported wanting more personal finance education in 2021

75%

of teens lack confidence in their knowledge of personal finance

86%

of teens were interested in investing

45%

of teens said they didn't invest because they didn't feel confident.

Utilizing Our Resources



Use content from the Financial Wellness Portal to educate our community

High schools, Community Colleges, Universities, and Businesses



Show our community what we have to offer

Student checking and savings accounts, affordable accounts



Create more relationships in our community

Establish trust on a personal level and as a bank

Utilizing Our Resources- Marketing



Financial Wellness Platform



Accounts and Services



Social Media



Community Events and Existing Customers

Serving the Unbanked and Underbanked- Bank On



Cities for
**FINANCIAL
EMPOWERMENT**
Fund

What is the Bank On Movement?

- Led by national nonprofit organization, the **Cities for Financial Empowerment Fund**
- Works to ensure that everyone has access to a safe, affordable transactional bank account
- Demonstrates commitment to financial inclusion, while also adding new customers in the process



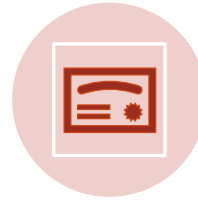
Benefits of Offering a Bank On Account



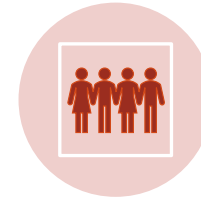
PUBLIC RECOGNITION
HIGHLIGHTING YOUR
PRODUCT



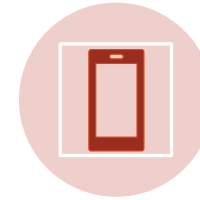
ELIGIBILITY FOR LOCAL
PROGRAMS TO CONNECT
YOUR ACCOUNT TO
CONSUMERS



NATIONAL BANK ON
CERTIFICATION SEAL OF
APPROVAL



REACH NEW CUSTOMERS



DELIVER A PRODUCT
WITH FEATURES THAT
ARE IN DEMAND



SELL PRODUCT THROUGH
PUBLIC AND COMMUNITY
BANKING ACCESS
PROGRAMMING



ELIGIBILITY FOR
COMMUNITY
REINVESTMENT ACT
CREDIT

Bank On National Account Standards



Checking account or prepaid account

Offers a debit card for free

Minimum opening deposit \$25 or less

Monthly maintenance fee: if not waivable \$5 or less; if waivable \$10 or less (offer at least two options)

No Overdraft Fees

No account activation, closure, dormancy, inactivity, or low balance fees

	Chesapeake Bank: Pathway Account	Atlantic Union Bank: Prism Checking	Dollar Bank: No Overdraft Checking
Opening Deposit	\$25	\$25	\$25
Monthly Fees	\$4.95	\$5 with ability to be waived	\$5
ATM Waivers (Foreign)	N/A	N/A	N/A
Interest	N/A	N/A	N/A
OD Fees	None	None	None

Bank On Certified Accounts

	Student Checking	@ Work Checking	E - Checking
Opening Deposit	<input checked="" type="checkbox"/> \$25	<input checked="" type="checkbox"/> No minimum deposit	<input checked="" type="checkbox"/> \$25
Monthly Fees	<input checked="" type="checkbox"/> None	<input type="checkbox"/> \$20 with ability to be waived	<input checked="" type="checkbox"/> \$3 with ability to be waived
ATM Waivers (Foreign)	Up to \$20 per month	Up to \$15 per month	N/A
Interest	N/A	N/A	N/A
OD Fees	<input type="checkbox"/> YES*	<input type="checkbox"/> YES	<input type="checkbox"/> YES

Accounts We Currently Offer

Long-Term Perspective



ESTABLISH TRUST AND ATTRACT THE
NEXT-GENERATION OF CUSTOMERS



OPPORTUNITY TO BRING IN LIFE-
LONG CUSTOMERS



DEPOSIT ACCOUNTS CAN LEAD TO
ADDITIONAL SERVICES

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Thank you!

