



## **Profit-Growth Banking Challenge**

### **OLD MISSION BANK FIRST STEP**

OMB is embarking on their first (& hopefully annual) “First Step” program. This program will assist 1<sup>st</sup> graders (and their classrooms) in the area public schools by providing beginning school supplies. It will also begin the children’s awareness of the importance of saving their money and the importance of their Community Bank.

**WOW: OMB really cares about kids, teachers, and the community!**

1. Contact area public schools for
  - a. Estimated 1<sup>st</sup> grade enrollment for fall of 2014
  - b. Request what supplies the children will be asked to bring
  - c. Request what supplies the teachers will be needing
  - d. Will school system bus children to Bank for a “Visit the Bank Day”
    - i. Cost
    - ii. Other challenges
2. Determine what OMB wants to put into “Kid’s Pack” and what we want to have printed with our Logo
  - a. Obtain pricing for items with logo
  - b. Obtain pricing for items without logo
3. Determine what OMB want to put into “Teacher’s Pack” and what we want to have printed with our Logo
  - a. Obtain pricing for items with logo
  - b. Obtain pricing for items without logo
4. Determine what supplies OMB will solicit from the community.
  - a. Print lists for distribution – be specific
5. Promote in Bank & community to engage and solicit donations from customers and community members.
  - a. Lobby posters
  - b. Posters in community
  - c. Public Service Radio and television ads
6. OMB will also purchase “coin saver” booklets for the students and place the first 25¢ in the booklet. The booklet will say something like: “Complete your savings book, bring to



Old Mission Bank and deposit into your savings account. OMB will match your first \$5 deposit!”

7. Visit the Bank Day
  - a. Tour of bank, including vault.
  - b. Treats/snacks handed out in boardroom
8. Results will be measured by
  - a. Community involvement
  - b. Teacher feedback
  - c. Children returning to open accounts
  - d. Buzz feedback from communities