

Community Financial Access Pilot – Sample Getting Started Materials

Community Financial Access Pilot Getting Started Sample Documents

The documents below are templates from the U.S. Treasury’s Community Financial Access Pilot. You can use these documents and customize them to start building a similar collaboration in your community toward providing access to financial education and financial services for low- and moderate-income individuals.

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Sample Convening Meeting Agenda

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|----------------|---|
| 8:30-9:00 | Registration |
| 9:00-9:15 am | Welcoming Remarks and Introductions Convening partner(s) representative(s) |
| 9:15-10:00 am | Overview of the Community Financial Access Pilot <ul style="list-style-type: none">• Need• General Strategy |
| 10:00-10:45 am | Discussion of Existing Community Resources |
| 11:00-12:00 pm | Open Discussion and Next Steps |

Community Financial Access Pilot – Sample Getting Started Materials

Sample Partner Organizations

- Cooperative Extension
- Faith-based organizations
- Financial education organizations
- Community action agencies
- Consumer Credit Counseling Services
- Housing authorities
- Earned Income Tax Credit Campaigns
- Free tax assistance Campaigns/VITA sites
- State universities
- Federal Reserve Banks
- Federal financial institution regulators (FDIC, OCC, OTS)
- National, regional and community banks
- Financial service businesses
- Local and regional credit unions
- State Treasurers' Offices, state financial institution regulators
- Local government Offices of Human Services, Local Treasurers
- Housing counseling organizations
- Job training/workforce development organizations
- Community advocacy organizations

Community Financial Access Pilot – Sample Getting Started Materials

Sample Committee Structure and Roles

MARKETING COMMITTEE

- Members provide guidance in logo design and marketing materials for promotion.
- Members work with liaisons to ensure production of marketing materials.
- Members provide guidance of the development of a comprehensive marketing campaign.

OUTREACH COMMITTEE

- Members identify promotion venues for outreach to clients and community.
- Members identify promotion venues for informing clients and community of available services.
- Members serve as liaisons to assist in the engagement of other potential coalition members.

PRODUCTS & SERVICES COMMITTEE

- Members review and ensure that a comprehensive financial education curriculum and services are available.
- Members review and identify other financial education services and products needed (credit counseling, investment planning, specially designated savings accounts, etc.).
- Members provide guidance on development of innovative feasible financial products (when needed).

TRACKING & EVALUATION COMMITTEE

- Members provide recommendation on initiative's performance measures.
- Members identify process for tracking and data collection of accounts with participating coalition members.
- Members review and provide feedback on pilot report.

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Sample Outreach Subcommittee Ideas and Pondering Questions

Below are some ideas and questions that may assist in outlining your specific outreach plan.

Community-Based Organizations:

- Does each non-profit develop an outreach plan and submit to the Outreach Subcommittee, highlighting their strengths in reaching particular populations and neighborhoods and detailing their strategy to educate them on the unbanked initiative? How many participants can we reach?
- Can we create opportunities for community leaders to bring their targeted communities together and invite Financial Institutions to attend and sign people up at the locations they are meeting at?
- Do we need other partnerships to fully utilize the distribution and outreach capabilities of the non profits/members that are already a part of the unbanked initiative and that have a city-wide focus or wider reach?
- How do we ensure that clients can have support and financial access from both in the neighborhoods where they work and/or live?
- How do we ensure that our non-profit partners connect current and future programming activities to financial education and accounts?

Multicultural/Multi Lingual

- What needs to be considered?
- How do we conduct outreach to multicultural/multi lingual populations?
- Do we have need other representatives on board?
- Are there certain languages that would be important for translating outreach materials?

Faith-Based Communities

- How can we conduct outreach to the faith-based community?
- What needs to be accomplished? With whom?

Housing Authorities

- Can we provide mailings along with their regular billings? How many households would we reach?

Media/Marketing

- What are the publication venues available to the convening organizations (news letter, website, etc.)?
 - Monthly newsletter, etc.
- What are the available multi lingual/ethnic newspapers to run stories?
- What other venues can we utilize to publicize the initiative?
- Based on the identified venues, what will we need from the Marketing Subcommittee (i.e. posters, flyers, speaking points, PSA, etc.)?

Public/Federal Agencies/Program

- What other agencies or programs can we engage to support the initiative?
 - Libraries, workforce development

Schools

- Who are the partners that will be assisting with outreach within the schools?
- How and where will outreach be conducted?

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- Does information need to be translated?

Labor/Unions

- Are there information venues available to incorporate initiative information?
- Is it possible for financial institutions and others to attend labor meetings or approved work sites and sign people up?

Local Government or Non-profit

- Utilize 211 Referral Line?

City Council Members/Others

- Can we engage elected officials to participate by including flyers with their newsletters?
- Can we have council members add articles to their newsletters; include information in their mailings; have brochures at City Hall and other municipal locations; host community meetings?
- Can we engage individual council members to reach out to their constituents; add the initiative to their web site; and/or support the initiative with other media, public relations and outreach methods that they have available?

Financial Institutions

- What do we need from our financial institution partners?

Target Areas

- Are there specific neighborhoods that we want to give special focus?
- Are there specific schools where we will conduct financial education and connect to accounts?