



How to Get Involved in Community Bank Week

1. Appoint a CBW Champion

Choose someone to lead your bank's Community Bank Week efforts. Have them create a plan, share it across branches, and use the free resources at www.oregonbankers.com/cbw-resources.

2. Celebrate in Your Branches

Make your locations festive with posters, flyers, balloons, cookies, coffee, and giveaways. Create an atmosphere that gets customers talking and staff excited.

3. Spread the Word

Promote Community Bank Week with:

- A press release or op-ed in local papers
- Updates on your website, newsletters, and customer communications
- Social media posts (use **#CommunityBanks** and **#ORCBW**)

4. Share Your Story

Highlight your bank's "fascinating facts" on social media, your website, and in-branch displays. Showcase what makes community banking — and your bank — unique.

5. Engage Elected Officials

Invite legislators or public officials for a visit. These conversations highlight the role community banks play in local economies and strengthen relationships with policymakers.

6. Open Your Doors

Host a community open house to give neighbors a behind-the-scenes look at how your bank works. It's a great way to put faces to your name and build trust.

7. Inspire Students

Welcome school groups into your bank, or visit classrooms. Share the role of banks in the community and introduce students to careers in banking.

8. Teach Financial Skills

Leverage [Get Smart About Credit Day](#) in October by speaking at a local high school or college about using credit responsibly.

9. Speak to Local Groups

Address civic or business groups like chambers of commerce or Rotary clubs. Capture photos or short videos to share online — extending the impact beyond the event itself.

10. Celebrate Community Leaders

Recognize individuals, businesses, or nonprofits that make your town stronger. Consider sponsoring an award, highlighting a "Customer of the Week," or supporting a local initiative.

11. Give Back Together

Host a community shred day, sponsor a charitable fundraiser, or organize a volunteer event. These efforts showcase your bank's vested interest in the community's well-being.