



## Indiana Bankers Association News Release Guidelines *Updated 11/19/18*

### **BANK NEWS RELEASES**

#### **Types of news releases for banks –**

- Community service
- Awards/honors
- New banking centers
- Bank anniversaries

#### **Details may include –**

- Community service:
  - Who/what organization was helped
  - What/where/when activities/fundraising took place
  - How the project was implemented
  - Why the bank is engaged
- Awards/honors:
  - Name of the award/honor
  - Where/when/why the award/honor was presented
  - How the activity was implemented
  - Who was involved with the winning activity
  - Why the bank is engaged
- New banking centers:
  - Name of new banking center
  - Opening date, location
  - Celebratory activities related to opening
  - Square footage total
  - Services/amenities offered
  - Days/hours of operation
- Bank anniversaries:
  - Date of bank anniversary
  - Number of years of operation
  - Celebratory activities related to anniversary
  - Tidbits of bank history

#### **Sample wording –**

##### **XYZ Bank Supports [Community Cause]**

XYZ Bank, Town, is supporting the community through [service] and [donation] to [community group], a nonprofit organization which [brief description]. Since [month/year], bank personnel have been [activity/fundraising] for [community group]. The goal is [reason for support].

[May offer details about outreach: who is involved, what activities took place, where and when service is being provided, how the project is being implemented, why the bank has engaged.]

Each year, XYZ Bank devotes an estimated [number] hours of service and donates approximately \$XXX in support of the communities it serves. Additional outreach projects include [list of projects].

[Quote from bank president/CEO.]

## **INDIVIDUAL BANKER NEWS RELEASES**

### **Types of news releases for individual bankers –**

- Promotions
- New hires
- Awards/honors
- Anniversaries (*Hoosier Banker* publishes milestone anniversaries of 20+ years)
- New board members
- Retirements
- Obituaries

### **Details may include –**

- Name
- Current title
- Previous titles
- Year joined the bank
- Other banks/positions served
- Total years of banking experience
- Other work experience
- Professional affiliations
- Community service
- Awards/honors
- Military service
- Post-secondary education

### **Sample wording –**

#### **[NAME] Promoted to [Title] at XYZ Bank**

[NAME] has been promoted to [title] at XYZ Bank, Town, in the [functional area] department, effective [date]. He/She joined the bank in [year] and has served as [titles]. [NAME] previously served with ABC Bank as [title] and has [number] years of total banking experience.

In the community, [NAME] has been active with [organizations] and has been recognized with [awards/honors]. A veteran of the U.S. [military branch], [he/she] earned a bachelor's degree from [university] and a [master's degree, MBA, JD] from [university].

[Quote from bank president/CEO.]

## **FOR ALL NEWS RELEASES**

### **Please include–**

- Date
- Full name of bank
- Contact information
- Photo with caption, if available

**For questions or more information, please contact: [Laura Wilson](#), 317-333-7146**