

# KEY ELEMENTS OF YOUR YOUTH SAVINGS PROGRAM

When possible, the rows are aligned with the five phases defined in the [Youth Savings Road Map](http://www.fdic.gov/youthsavings) (www.fdic.gov/youthsavings). The first letter in the parentheses refers to the phase and the second letter refers to the step within the phase.

## Bank Contact Information

Name

Title

Phone and Email

Who is the Bank's Champion?

(A bank champion is an advocate for the program to help ensure necessary tasks are completed.)

## Phase I: Plan and Partner

Primary objectives (I-A)

Recommended school partner (I-B-C)

Primary school contact name

Primary school contact phone and email

Does primary school contact have decision making authority?

Yes

No

If no, who has the authority?

How many schools will be reached?

Single school

Several schools

School district

If the program is at a single school, is it an elementary, middle or high school?

Elementary School

Middle School

High School

Will the program be school-wide, grade specific, or class specific?

School-wide

Specific grade List grade(s)

Specific class List class(es)

Percent of students receiving free/reduced cost lunches?  
(<https://nces.ed.gov/globallocator/>)

Will this collaboration have a potential for CRA eligibility?

Yes

No

## Phase II: Design the Program

Recommended branch (Model) type (II-A)	School-based branch In-school banking Accounts through nearby branches												
Account ownership structure (II-B)	Non-custodial accounts Custodial accounts, with a parent/guardian/other adult as custodian Custodial (or other administrative) accounts, with a school or nonprofit partner as the custodian												
Account type(s) offered (II-C)	Savings Checking CDs												
Locations where account(s) may be opened	School-based branch At school during allotted banking time At branches only												
Opening balance (refer to the FDIC Model Safe Account Template at <a href="http://www.fdic.gov/consumers/template">http://www.fdic.gov/consumers/template</a> )													
Monthly minimum balance (refer to the FDIC Model Safe Account Template at <a href="http://www.fdic.gov/consumers/template">http://www.fdic.gov/consumers/template</a> )													
Documentation required to open an account (refer to the Youth Savings Road Map Appendix-Youth Savings Guidance)													
How can students access the funds in their account? (II-D)	<p><b>At school</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">Deposits</td> <td style="width: 33%;">Withdrawals</td> <td style="width: 33%;">Other:</td> </tr> </table> <p><b>Branches not at the school</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">Deposits</td> <td style="width: 33%;">Withdrawals</td> <td style="width: 33%;">Other:</td> </tr> </table> <p><b>Smartphone app</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">Deposits</td> <td style="width: 33%;">Person to Person transfers</td> <td style="width: 33%;">Other:</td> </tr> </table> <p><b>ATMs</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">Deposits</td> <td style="width: 33%;">Withdrawals</td> <td style="width: 33%;">Other:</td> </tr> </table> <p><b>Other:</b></p>	Deposits	Withdrawals	Other:	Deposits	Withdrawals	Other:	Deposits	Person to Person transfers	Other:	Deposits	Withdrawals	Other:
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What products and services will be provided to students along with their accounts?	<p>Online Banking</p> <p>ATM Card</p> <p>Mobile Banking</p> <p>Debit Card</p> <p>Overdraft Protection</p> <p>Financial Counseling</p> <p>Checks</p> <p>Online Bill Payment</p> <p>Mobile Pay</p> <p>Web Statements</p> <p>Direct Deposit</p>
Will incentives be offered?	<p>Monetary</p> <p>Non-monetary</p> <p>None</p>
How will a student qualify for an incentive?	
What financial education product will be used? (II-E)	<p>Money Smart for Young People</p> <p>Money Smart for Young Adults</p> <p><i>How Money Smart Are You?</i> (<a href="https://playmoneysmart.fdic.gov">https://playmoneysmart.fdic.gov</a>)</p> <p>Money Smart Podcast</p> <p>Other:</p>
When will financial education be offered?	<p>During class</p> <p>Periodic one-on-one</p> <p>Other:</p>
How often will financial education be offered (e.g., every two weeks, once per month)?	<p>Weekly</p> <p>Monthly</p> <p>Quarterly</p> <p>During account transactions</p> <p>Other:</p>
How long will each financial education session last (e.g., 30 minutes, 45 minutes)?	
Who will deliver the financial education? (II-F)	<p>Bank employees</p> <p>Teachers</p> <p>Student bank tellers</p> <p>Peer-to-Peer</p> <p>Other:</p>

Who will explain the account opening process and answer any questions students may have about their accounts?

Bank employees  
Teachers  
Student bank tellers  
Other:

Who will champion the program? (II-G)  
(A school champion is an advocate for the program who will help ensure necessary tasks are completed.)

Primary school contact  
Someone else:

### Phase III: Finalize and Document Agreements

How will the agreement be documented?  
(III-A)  
(FDIC has sample agreements for review.)

Verbally  
Written agreement  
Memorandum of Understanding  
Other:

Resources needed (III-B)

Human capital  
Printing  
Supplies  
Non-monetary incentives  
Monetary incentives  
IT resources  
Security  
Branch set-up  
Other:

Estimated start-up cost

Estimated ongoing costs

Organizations in addition to the school that can support the program

Nonprofit  
Parent/Teacher organization  
Another bank(s)  
Local governmental entity  
Other:

Organization Name

Support the partner(s) can provide

Partner contact name

Partner phone and email

How will success be measured and defined?  
(III-C)

- Number of children trained
- Knowledge gain/retention
- Accounts opened
- Account activity
- Account retention
- Other:

Performance metrics to use in Phase V

### Phase IV: Implement the Program

Those who work with students will be prepared through (IV-A)

- Self-study
- Training workshop organized by the bank
- Training workshop organized by a partner
- Asking teachers for input

How often will the bank communicate with its partners (IV-B)

Will parents participate in the program? (IV-C)

	Yes	No
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If yes, how will they participate (e.g. serving as monitors on banking day)?

Can special events be held for students? (IV-D)

Can bank representatives attend school functions, such as parent-teacher nights or grade-level meetings, to discuss the program?

What type of marketing campaign(s) can be used?

- Social media
- Local newspaper
- Bank website
- Local television stations
- Other:

Are other banks and credit unions in the area working with schools in this manner?

	Yes	No
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### Phase V: Assess and Refine Program

When and how will the program be evaluated? (V-A)