



## FINANCIAL INSTITUTION PARTNER COMMITMENT

**Bank On SWLA** is a collaborative, voluntary initiative that will bring together financial institutions, community organizations, along with federal and state regulatory agencies to help the unbanked and underbanked of Southwest Louisiana. This initiative was developed to help the unbanked community open starter bank accounts and enter the financial mainstream so that they can begin saving, building a credit history, and investing for the future. Another main goal of the coalition is to provide financial literacy education and community resources to assist ALICE households to build a stronger foundation.

### **In order to achieve the program goals, we need your commitment to:**

- 💰 Work collaboratively with the financial partnership of Bank On SWLA and the coalition's financial institutions.
- 💰 Offer no or low-cost accounts wherein the monthly service fee is \$10 or less.
- 💰 Offer an account with no monthly minimum balance requirement.
- 💰 Offer an account wherein the minimum opening balance requirement is \$25 or less.
- 💰 Open transactional accounts (second-chance checking or second-chance checkless checking) for those with NSF/overdraft histories on ChexSystems of over one year. At its discretion, the financial institution may or may not provide a second chance transactional account to a customer with a prior NSF, overdraft or write-off history with its financial institution.
- 💰 Waive/Refund one set of NSF/overdraft fees per year upon client's request and at the financial institution's discretion (strongly encouraged).
- 💰 Allow acceptable forms of ID, including the IRS Individual Taxpayer Identification Number (ITIN) as a secondary form of ID in lieu of Social Security numbers.
- 💰 Make Bank On SWLA marketing material available and visible at your institution, and (if able) include a link to the Bank On SWLA page on your institution's site.
- 💰 Dedicate a point person as the Bank On SWLA ambassador at your institution/branch.
- 💰 Commit to work with Bank On SWLA to track accounts and deliver results on a quarterly basis (if applicable).
- 💰 Make a financial investment as required by United Way of Southwest Louisiana to cover marketing and outreach costs for Bank On SWLA.



We welcome you to Bank On SWLA and look forward to our collaboration on making everyone in our community more economically stable.

The marketing and publicity of Bank On SWLA to reach the unbanked and underbanked population is supported by contributions from the participating financial institutions. The funds will be used exclusively to reach out to the unbanked and underbanked population in Southwest Louisiana by implementing and supporting the annual Bank On SWLA advertising and marketing campaign.

### **BANK ON SWLA COMMITMENT**

---

**\$500**

---

Organization logo with link on the Bank On SWLA webpage

Mention in all press releases about the Bank On SWLA initiative

Opportunity to participate in events and promotions where Bank On SWLA has a booth or presence

Opportunity to represent your institution by teaching financial education workshops

Inclusion of your organization in Bank On SWLA printed materials

Access to data from the Bank On SWLA campaign, which includes the impact of served Low to Moderate Income (LMI) individuals and communities in SWLA

Opportunity to use Bank On SWLA logo in your ads and marketing materials

**As a partner, you have leverage in your community.**

To ensure growth, we need to depend on that leverage, by asking you to open NEW doors for Bank On SWLA to connect with prospective institutions to discuss the best way for each new prospect to become involved.



## COMMITMENT TO PARTICIPATE

Although this is not a legally binding agreement, the Commitment to Participate expresses the intention of the financial institution to actively partner in the Bank On SWLA campaign. By signing this document, you attest to having received the Bank On SWLA Commitment to Participate and agree to be a partner of this coalition.

**FINANCIAL  
INSTITUTION NAME**

**ADDRESS**

**CITY**

**STATE**

**ZIP CODE**

**WEBSITE TO LINK BANK ON SWLA TO**

**CONTACT  
EMAIL**

**CONTACT  
PHONE**

**CONTACT  
NAME**

**SIGNATURE**

*We welcome you to Bank On SWLA and look forward to our collaboration on making everyone in our community more economically stable.*

List additional locations/branches where Bank On SWLA products will be offered.

**Additional  
Branch #1**

**Additional  
Branch #2**

**Additional  
Branch #3**

**Additional  
Branch #4**

**Additional  
Branch #5**



## Product Information Sheet

### FINANCIAL INSTITUTION NAME

 **Checking Account** (no monthly minimum balance is required) - check one:


No cost      Low cost - monthly service fee is (must be less than \$10):

Minimum opening deposit is:


 **Second Chance Checking Account** (customer is in ChexSystem):

No cost      Low cost - monthly service fee is (must be less than \$10):


Minimum opening deposit is:

 **Customer** is required to attend financial education workshop as a prerequisite to opening a Second Chance account (customer is in ChexSystem):


Yes      No

 If you answered "**Yes**" to the above, please check **who will offer the workshop**:

In-house Workshop      Customer will be referred to Bank On SWLA community partner

 Will offer a low-cost savings account available to clients as a part of Bank On SWLA (not required by your institution but encouraged):

Yes      No

 Will your institution offer additional product benefits or incentives you would like potential Bank On SWLA clients to know about? If yes, please describe below.

Please return Product Information Sheet and Commitment to Participate to,  
Bank On SWLA  
815 Ryan Street, Lake Charles, La 70605  
email: [bainsworth@unitedwayswla.org](mailto:bainsworth@unitedwayswla.org)

For more information  
[unitedwayswla.org/bankonswla](http://unitedwayswla.org/bankonswla)