

Seven Ways to Leverage Bank for a Cause

1. Make sure your organization is listed with well-known charity databases such as those listed below. Registration will make it easier for clients to identify your organization as an eligible IRS-recognized 501(c)3 organization.

www.guidestar.org
www.networkforgood.org
www.charitynavigator.org
charityreports.bbb.org/public/All.aspx

If your organization is registered with these organizations, there is nothing further to do. However, if you are not listed, each site provides information on how to become registered.

2. Send a letter/email explaining the program to your employees, volunteers, members, participants and donors. Liberty provides you with a sample supporter letter that you can use to design your own.
3. Include information about the program in your organization's newsletter. Liberty provides you a template newsletter that you can use, or you can design your own.
4. Inform your board members of the program and create a marketing campaign.
5. Post the Bank for a Cause Fact Sheet in your service center areas so recipients of your services, volunteers and advocates can learn more about the program.
6. Distribute the Bank for a Cause Fact Sheet at special events or meetings.
7. Add the www.BankForACause.com link to your organization's web site so users can easily access information on the Bank for a Cause program. Liberty has a number of banners in various sizes and designs available for your use to link to our site. Email banner requests to web-services@libertysavingsbank.com.

Have questions? Call FreedomLine at:
800.436.6300

www.BankForACause.com

