

# Final Logistics Run-Thru

## Implementation Session 4 of 4

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November 1, 2023



## Agenda

- **Pre-Event Checklist Reminders**
- **Day-of Reminders | Social & PR**
- **Post-Event Reminders**
  - **Video & Photo Submissions**
- **Next Steps | What to expect**

# Pre and Day-Of Checklist

**BEST DAY EVER**  
Guides overview

**DATES**  
September 1, 2023 to November 3, 2023

**PURPOSE**  
This kit serves as a powerful tool to launch your Best Day Ever Event! By following these guides your financial institution can successfully partner with Kasasa for the "Best Day Ever" campaign making a positive impact with 100,000 acts of kindness in your community. Together we can spread joy, promote kindness, and inspire others to join in the movement for a better world. Good luck and have the Best Day Ever!

**ACTION REQUIRED**  
Torchbearers: Review this document with branch managers, event support team and staff to ensure they're ready to answer questions about Best Day Ever.

**PRINT ORDER FORM (CAPES & CARDS)**  
If you haven't already placed your printing order, you have until October 6<sup>th</sup>. Please use the link below to receive your capes, card inserts, and red envelopes.

[Place your printing order >](#)

**EVENT PLANNING GUIDE**  
Make sure your Best Day Ever goes off without a hitch, thanks to these event planning tips:

- Prepare your capes and cards in advance.
- Confirm your location and schedule accordingly.
- Set the agenda and share it with volunteers.
- Email copy to send to local businesses.

[View the event planning guide >](#)

**PROMOTION GUIDE**  
Promote the Best Day Ever in your community with redesigned creative assets:

- Raise awareness of the event with our press release.
- Connect with consumers across social media.
- Greet website visitors with a homepage banner.
- Send updates to your current account holders.

[View the event promotion guide >](#)

**DAY OF EVENT CHECKLIST GUIDE**  
Help everyone have a blast on the big day with a little organization and a lot of encouragement:

- Set a meeting point before splitting into groups.
- Distribute assets and handouts to volunteers.

Have fun and share the #KasasaLove!

[View the post-event guide >](#)

**SUPPORT TOOLS (DIGITAL FILES)**  
Digital copies of the Best Day Ever guides and supplemental materials are available in the Resources section of our Best Day Ever SharePoint site.


[View Best Day Ever resources >](#)

Kasasa | 6504 Bridge Point Parkway, Suite 500 | Austin, TX 78730

**KASASA**

Are you ready?

**BEST DAY EVER**  
Day of event reminders and checklist



The big day is finally here! All your hard work planning and promoting the Best Day Ever is about to pay off. Let's make sure your event is a huge success with a few friendly reminders.

**Get everyone together.**

Your location for the event is set. Make sure all your volunteers have the address and start time. Establish a meeting place at your event's location and let everyone know where it is.

If a lot of volunteers show up, that's great! You may want to consider splitting into groups. Take some time to think about the group dynamics. For instance, don't let all the outgoing extroverts stick together. Ask them to share their energy high with other groups.

But before your volunteers leave, make sure they have what they need.

**Distribute assets to volunteers.**

Here's a list of supplies each group of volunteers should have:

- Red envelopes with cards
- Capes
- Agenda
- Conversation strategies guide
- Photo release forms

**Get people involved in your event.**

If you have excited folks in your community show up to your event, here are some tips on how you can engage and get them involved:

- Give them envelopes to distribute. You may want to reserve some without money for attendees to hand out.
- If you have extra capes, cape them up! This will help spread awareness in your community and make more moments to share on social media.
- Share a list of ideas for acts of kindness at all scales. Remind your social media representative to document and post acts of kindness at your event.

**Have the Best Day Ever!**

Remember, this event isn't about pushing products on people. We're here to spread joy, promote kindness, and inspire others to join in the movement for a better world. So go out there and get to know the members of your community a little better. The best way to do that is to have fun and be yourself.

Let's show everyone how much good simple acts of kindness can do. Encourage volunteers to share memorable moments on social media with the hashtag #KasasaLove.

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**KASASA**

Quantify Your Impact

## Setting Goals for Your Event



Awareness for you



Differentiating  
community banking




Coming together to make  
a difference – **100,000x**

Minimum

300

Acts of  
Kindness

# Defining Acts of Kindness



You matter, and  
you impact more lives  
than you know.

#KasasaLove

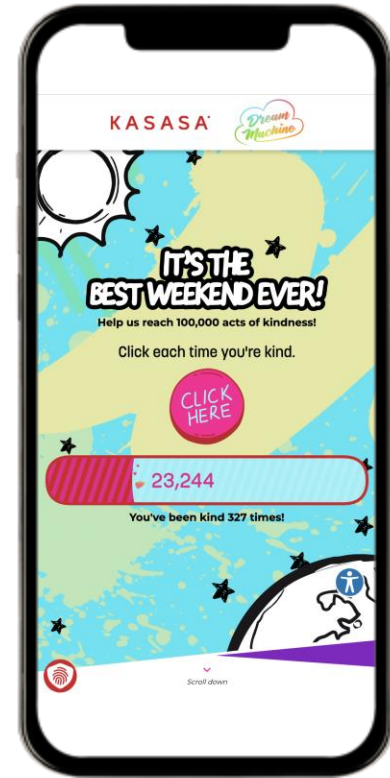
Every little bit counts.

Team vs  
Individual Impact

# Kindness Tracker

## IMPORTANT FOR OUR TALLYING

1. Encourage your social followers, your volunteers, and people you interact to click the button when they complete an Act of Kindness
2. Plus directly click the button for any additional AOK achieved!



Day-Of Reminders

# Social Media

1. Activate your employee advocates.
2. Aim for UGC. Ask envelope recipients to share the #KasasaLove – pay it forward & post.
3. Engage with posts you are tagged in, as well as content from other participating institutions!

...The fun doesn't end on Nov. 3. Celebrate with Charlie & Kasasa on social all weekend long!



AVAILABLE NOW

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## Additional Assets to Promote Extension – BEST WEEKEND EVER!



[Resources](#)



# PR Recap

- > 1K media outlets contact
- > 40 SMT interviews
- 75 institutions in SMT
- :30 & :60 video in remaining markets
- **Call your local media!**



Day-Of Reminders

# PR

## **Assign volunteers to capture footage & photos**

- Use a camera or smartphone
- Tell the story
- Create a shot list
- Conduct interviews
- Collaborate with all representatives
- Waivers for marketing purposes  
(available in your resources)

# Post-Event reminders

## Friday, 11/3 after your event:

1. Submit photos, videos, and story write-ups to Kasasa – Drop them in your designated sharepoint folder.
2. Submit your institutions total tally of acts of kindness generated: email your final total count to [brand@kasasa.com](mailto:brand@kasasa.com)

## Kasasa will:

1. Add each institution's total to the counter – make sure your efforts are counted!
2. Review submitted content to create a cinematic video for you to use on social

# Kindness Counts Awards



- ✧ PR Star
- ✧ Social Media Star
- ✧ Elevate: Going Above & Beyond
- ✧ Flagbearer
- ✧ The Power of Love
- ✧ Patch Perfect
- ✧ Community Impact
- ✧ Keep It Local
- ✧ Creativity

# What to Expect After Best Day / Weekend Ever

## **By next Friday, 11/10**

1. You will receive a Best Day/Weekend Ever recap reel for use in your social media
2. Release of Best Day Ever newsletter with award winners! Check your inbox.

## Plus...

Individual wrap up reports emailed to each participating institution in the coming weeks!

QUESTIONS? Email us at [brand@kasasa.com](mailto:brand@kasasa.com)

Recording will be emailed and available this afternoon at  
[\*\*kasasa.com/best-day-ever-implementation\*\*](https://kasasa.com/best-day-ever-implementation)

Next up:

Pep Rally - November 2 at 2 PM CT

With guests, Charlie Rocket & Gabe Krajicek