

Maximizing Success and Publicity of Your Event

Implementation Session 3 of 4

Crystal Garcia

Vice President, Consumer Marketing

Marlene Quade

Marketing Communications Manager

October 17, 2023

KASASA[®]

A word from...

Gabe Krajicek & Charlie Rocket!





Agenda

- Media outreach on your behalf
- PR assets created for YOU
- PR 101 guide walkthrough
- Interview tips
- Reminders

Full-court press

Meet our partners

5W PR

National and Local Outreach
Customized local press releases and
conducted outreach in your area

DS Simon

Satellite Media Tour
Broadcast campaign targeting all
local TV and radio stations

Kasasa + YOU

Resource Hub
PR Guide and customizable press
release templates

KASASA

5W Public Relations Agency

- Created media lists
- Customized press release templates
- National media outreach
- Local media outreach

KASASA



[Vermont Business Magazine](#)

October 14, 2023

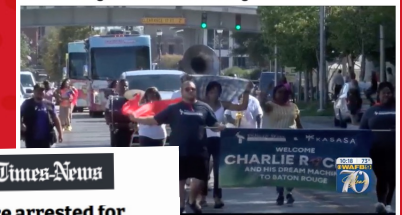
Unique Visitors Per Month: 30,646

North Country Federal CU and partners to host North Hero's Best Day Ever event

North Hero's Best Day Ever is part of a collective of events taking place across the country to generate 100,000 acts of kindness in a single day. This is the first-time community banks and credit unions have come together for a nationwide event, demonstrating their local impact and the scale of their network.

Vermont Business Magazine North Country Federal Credit Union, in partnership with [Kasasa](#) and the Dream Machine, is hosting a local Best Day Ever event at 11:30am ET at the Harborside Harvest Market (8986 US Route 2) on November 3, 2023.

Baton Rouge woman receives gift of a lifetime

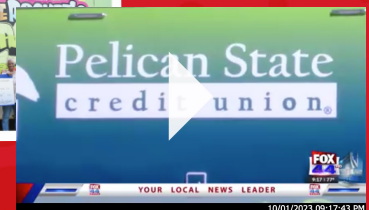


(etme thanks to the Dream Machine Organization and the Police)

The Times-News

Menetfield, once arrested for failure to pay trash bill, gifted new A/C, \$2,500

By Charlotte Beaman



YOUR LOCAL NEWS LEADER

10/01/2023 09:17:43 PM

D S Simon: Satellite Media Tour

Local broadcast and radio news stations with customized event details



KASASA



*Not actual final creative

Celebrate the Best Day Ever:
100,000 Acts of Kindness
Friday November 3rd



Iowa State Bank
www.myiowastatebank.com

Celebrate the Best Day Ever:
100,000 Acts of Kindness
Friday November 3rd



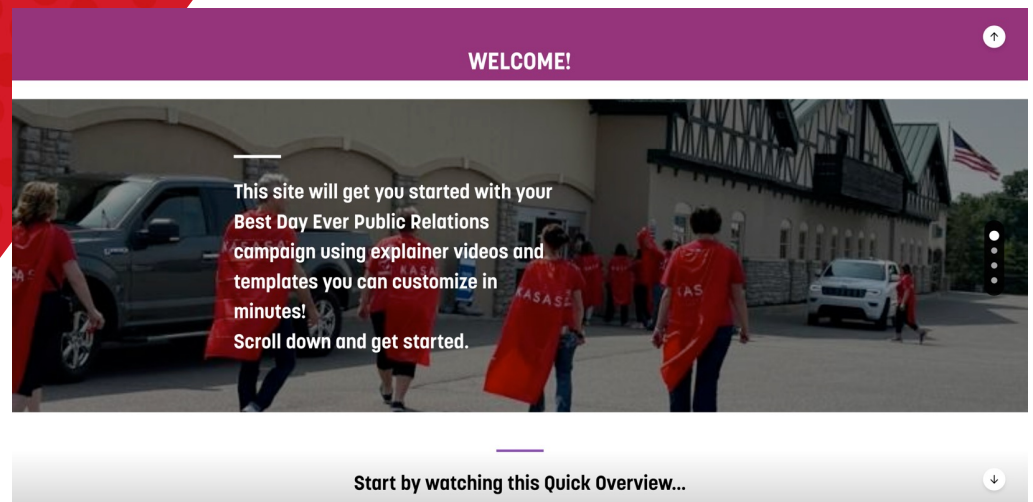
KASASA
kasasa.com/best-day-ever

Resource Guide

What's included and
How to Access

Video tutorial on tools
and PR training

KASASA



Resources

Everything you need to amplify your Event

PR Guide

How to amplify your event
Personalize templates, create media
list, and contact local media.

Pre-event Outreach

Excite the community
Invite the community and press to
your event

Post-Event Outreach

Share your story
Show off your success and highlight
your community impact

And engage those employee advocates!

KASASA

PR Guide: How to amplify your Best Day Ever

1. Personalize your press release template

Add the specifics of your event to the press release template

2. Create a media list

Online search for local media, create a trackable list

3. Post on community calendars

Look up community calendars and free family fun calendars, then follow their posting instructions

PR Guide: How to amplify your Best Day Ever

4. Craft your pitch

Use PR Guide email template to help craft your pitch

5. Email your pitch

Attach your press release and follow up 2-3 days later

6. Follow the timeline

Ideally, start pitching next week with broadcast a week prior

PR Guide: Timeline

4 – 2 weeks prior (Oct 6 – Oct 20)

Customize templates and pitch, gain stakeholders approval. Build media list. Start pitching, except broadcast.

1 week prior (Oct 27)

Begin pitching to broadcast and radio. Follow up with contacts from your first round of pitching.

Day of event (Nov 3)

Call broadcast news desks and radio stations to assess attendance. Upload videos and photos.

Pre-event

Press Release Template

KASASA

<CFI> Partners with Kasasa and Charlie Rocket's Dream Machine for **<City's> Best Day Ever Event**

<City's> Best Day Ever is part of a collective of events taking place across the country to generate 100,000 acts of kindness in a single day. This is the first-time community banks and credit unions have come together for a nationwide event, demonstrating their local impact and the scale of their network.

<CFI>, in partnership with **Kasasa**, which offers free reward checking accounts people love exclusively at community banks and credit unions, and the Dream Machine founded by Charlie Rocket, have joined with community financial institutions across the country with the goal of performing 100,000 acts of kindness in a single day.

<CFI's> local event is their contribution to the nationwide effort aimed at showcasing the significance of community banks and credit unions. It demonstrates how these institutions are integral to the local economy and how they are helping to build a stronger, more resilient financial system.

"We are excited to be a part of the Best Day Ever to demonstrate the power of community banks and credit unions. It demonstrates how the human connection in banking. Through this event, we hope to inspire more to join us and in what this partnership and/or event means to your CFI and the community."

"Community Financial Institutions may lack the multi-billion-dollar marketing budgets of giants like Bank of America and Chase," said Gabe Krajicek, CEO of Kasasa. "But they do have incredibly generous hearts and commitment to serve their communities. Showing up for this event to tell people they matter demonstrates the incalculable ways they show up in their communities every single day. Their personal service paired with Kasasa's world class products beat the mega bank offerings and help individuals prosper and local economies stronger."

KASASA

<CFI Logo>

i

i

<CFI> Partners with Kasasa and Charlie Rocket's Dream Machine for **<City's> Best Day Ever Event**

i

<City's> Best Day Ever is part of a collective of events taking place across the country to generate 100,000 acts of kindness in a single day. This is the first-time community banks and credit unions have come together for a nationwide event, demonstrating their local impact and the scale of their network.

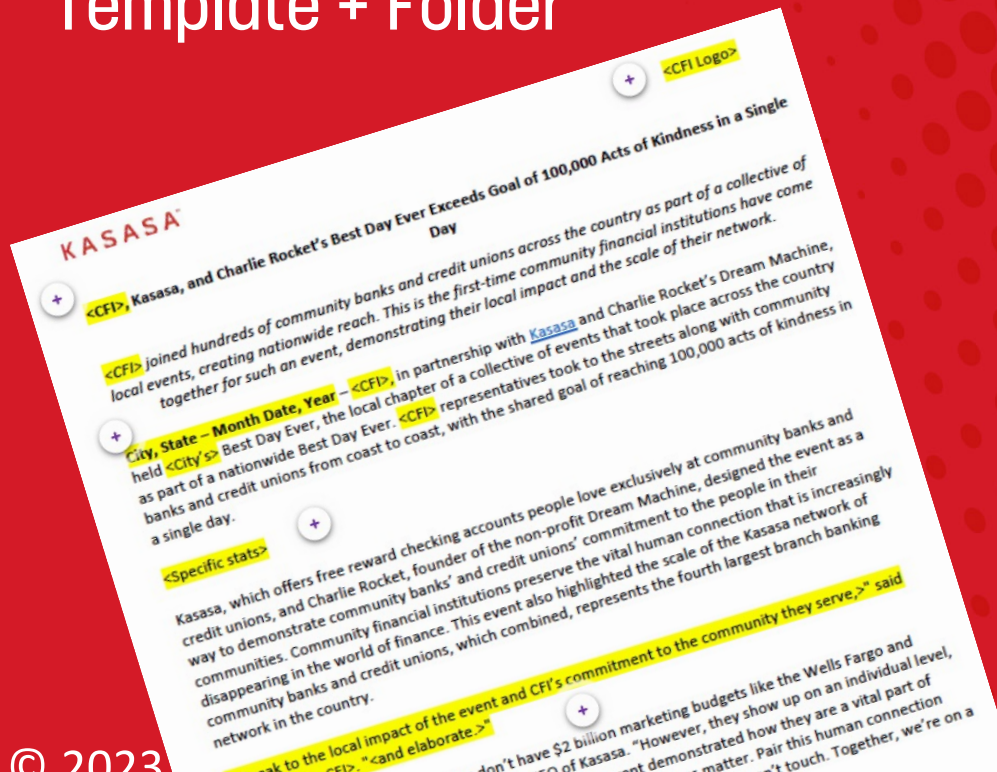
City, State – Month Date, Year – <CFI>, in partnership with **Kasasa** and the Dream Machine, are hosting **<City's> local Best Day Ever** at **<time, date, location>**. Kasasa, which offers free reward checking accounts people love exclusively at community banks and credit unions, and the Dream Machine founded by Charlie Rocket, have joined with community financial institutions across the country with the goal of performing 100,000 acts of kindness in a single day.

<CFI's> local event is their contribution to the nationwide effort aimed at showcasing the significance of community banks and credit unions. It demonstrates how these institutions are integral to the local economy and how they are helping to build a stronger, more resilient financial system.

KASASA

Post-event

Template + Folder



You will receive a link to a folder in your recap email

You can upload any photos, stories, or video files to this folder

Stories can be in any format:

- Screenshots from emails or texts
- Compiled in Word documents
- Employees capturing quick videos to tell stories while they were out and about

Distribution

KASASA

Interview Tips

1. Relax

Feel-good human-interest stories are not gotcha interviews

2. Nothing is off the record

Everything you say can be published externally

3. Keep it short and simple

Anticipate questions, know your talking points and speak in sound bites, avoid jargon



Important Reminders

1. Register for final implementation session on Wednesday, November 1, 1pm CST
2. Register for November 2 rally!
3. Submit your form*
4. Upload event photos and videos by Sunday evening into your assigned sharepoint folder (we will email you a direct link)

QUESTIONS? Email us at brand@kasasa.com

Recording will be available Wednesday, Oct 17 at
[**kasasa.com/best-day-ever-implementation**](https://kasasa.com/best-day-ever-implementation)

Next up:
Session 4 - November 1 at 1 PM CT
Topic: **Best Day Ever Countdown! Final Logistics**