

PRESIDENTIAL \$1 COIN

Information and Awareness Program

TIPS FOR HOSTING PRESIDENTIAL \$1 COIN EXCHANGE EVENTS

- HOST EXCHANGES ON KEY DATES IN 2007
- MARKET YOUR COIN EXCHANGES
- CREATE CUSTOMER AWARENESS
- ALERT THE MEDIA

This guide provides financial institutions with tips for hosting local Presidential \$1 Coin Exchanges where patrons and members of the community may get a special viewing of the newest Presidential \$1 Coin and purchase rolls of new Presidential \$1 Coins.

Whether your goal is to drive traffic to a local branch location, incorporate basic outreach and marketing activities into your routine operations, or generate local media coverage in support of your financial institution, this tip sheet contains relevant information to help you achieve your goals.



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HOST EXCHANGES ON KEY DATES IN 2007

Consider hosting a Presidential \$1 Coin Exchange at your institution during the week of each new Presidential \$1 Coin launch in 2007:

- **Mid-February**—During the launch week of the George Washington \$1 Coin (launch occurred on February 15th)
 - **Mid-May**—During the launch week of the John Adams \$1 Coin (launch scheduled for May 17th)
 - **Mid-August**—During the launch week of the Thomas Jefferson \$1 Coin
 - **Mid-November**—During the launch week of the James Madison \$1 Coin
 - **Ongoing**—Many Americans will be interested in finding the Presidential \$1 Coins on an ongoing basis.
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- According to research commissioned by the United States Mint, about half of Americans surveyed said they will be interested in collecting the Presidential \$1 Coins and many will expect the coins to be available at retail locations and financial institutions.
 - In addition to hosting coin exchange events during the months suggested above, your financial institution might make Presidential \$1 Coin Program information and materials available as handouts for patrons throughout the year.



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MARKET YOUR COIN EXCHANGES

1. Tell-a-Friend

During your financial institution's coin exchanges, distribute tell-a-friend coupons to attendees. If the recipient's friend shows the coupon when they open a new account, the friend and the event attendee will both receive a free gift (i.e. a free roll of new Presidential \$1 Coins, worth \$25).

2. Coin Kiosk

Arrange to have a coin exchange kiosk, complete with both cash and coin acceptors, in the financial institution lobby to allow for immediate cash-to-coin exchange.

3. Family-Friendly

Create an exhibit where children can touch and feel various coins and observe the similarities and differences, or blindfold them and have them guess which coin they are feeling. Offer contest "winners" a complimentary piggy bank and/or a new Presidential \$1 Coin.

4. Education

Integrate the new coin into financial education efforts aimed at young adults. Host a "bank in school" program in which younger students are taught the basics on opening an account, saving money, interest rates, etc. Explain how banks worked in the Colonial Era when George Washington and other early Presidents lived. Provide the young adults with an opportunity to receive a new Presidential \$1 Coin if they open an account.

5. Attract New Customers

Use the Presidential \$1 Coins as the centerpiece of a six-month marketing program giving away coins with each new account or CD purchase.

6. Refreshments

Provide complimentary juice, coffee, cookies or other light refreshments to exchange attendees.

7. Entertainment

Feature patriotic music from a local high school marching band; hire an actor to dress up as the President featured on the new coin and distribute marketing items, such as coin collector boards, coin release schedules or lapel pins; or host a local storyteller to talk about the featured President.

8. Media

Invite local media to be on hand to take photos and interview bank officials, staff and Presidential \$1 Coin Exchange attendees about the new coins.

9. Invitations

Send special invitations to your financial institution dignitaries and local community leaders.



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CREATE CUSTOMER AWARENESS

Marketing materials are available on the United States Mint website ([www.usmint.gov/\\$1coin](http://www.usmint.gov/$1coin)) and can be used to build traffic for your Presidential \$1 Coin Exchange event.

- Place **announcements** and **flyers** strategically in the community and display them in well-traveled areas, such as lobbies, local community centers and employee break rooms.
- Give away free **coin collector boards** (for saving and displaying the coins) to event attendees. Order free coin collector boards at [www.usmint.gov/\\$1coin](http://www.usmint.gov/$1coin).
- Hand out **flyers** to customers or use them as statement stuffers to explain the Presidential \$1 Coin Program and describe the details of your coin exchange event.
- Write a **media advisory** or **press release** using information found on the Presidential \$1 Coin homepage at [www.usmint.gov/\\$1coin](http://www.usmint.gov/$1coin).
- Include information on how to subscribe to the Presidential \$1 Coin Program **e-newsletter** in relevant resource materials.
- Prepare hosts (i.e. branch manager or bank president) by having them review and utilize **talking points** crafted from information available on the Presidential \$1 Coin homepage.
- Ask supporting local businesses and organizations, such as members of your board of directors, to partner with you in **joint marketing activities**.



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ALERT THE MEDIA

- Compile a list of local newspapers, radio and television station contacts who are most likely to cover your Presidential \$1 Coin Exchange Event story. Include phone, fax and e-mail contact information for the following:
 - **Newspapers**—Business Editors, Feature Editors, Personal Finance Columnists or Financial Reporters
 - **Radio**—News Directors
 - **Television**—News Assignment Editors
- Using the headline “Historic Change is Here,” e-mail and fax your media contact list the basic facts (who/what/when/where/how) on your coin exchange. Follow up with a phone call to make sure they received the information and to pitch them story ideas.
- Pitch your story to print media from an angle each reporter or writer will find compelling. For example, a personal finance columnist might be interested in how the Presidential \$1 Coin collector boards are an effective way for parents to teach their children about saving money. A feature editor might want to write about how good George Washington or Thomas Jefferson was at managing his own or the nation’s money.
- Reach out to non-English and multicultural media outlets, including local radio and television programs, magazines and newspapers.
- Plan a media event at the beginning of your coin exchange. For example, get a high-profile bank official or community leader to speak and open the program.
- Submit event details for publication in your local newspaper and other media calendars of events.

MEDIA MESSAGES

- Create a catchy headline like “**Historic Change is Here.**”
- **Who**—tell them the name of your bank.
- **What**—say which 2007 Presidential \$1 Coin you are exchanging at the event—George Washington, John Adams, Thomas Jefferson or James Madison. Give them a little background on the Presidential \$1 Coin Program—four \$1 coins issued each year honoring the service of former Presidents in the order they served, a multi-year series of rotating designs with limited production of each design.
- **When and where**—state the time, place and duration of the coin exchange.
- **How**—tell them what the program will be and how the exchange will be run, emphasizing any special speakers, guests, giveaways, refreshments or other features of the exchange.

