

Supporting Main Street

Financial institutions have done a lot to support their local communities, businesses and customers in the last 12 months. From supporting two rounds of PPP to trying to support their employees and small businesses in creative ways. So, how do we take that momentum and use it as a steppingstone for the future and not as a finish line? What more can we do to support the community?

Community Support

Every community differs in their concept of “new normal”. But no matter what that looks like for your community, there are still residents, families, and businesses in need of support. What can your financial institution do to keep supporting and focusing on the community in ways that have the most impact?

Virtual Community Support

Support can come in many ways. Could local community banks be the leader for virtual support? Could your institution be the champion for community progress? What are your area residents looking for that no one else is providing? What safe activities could you be providing, even virtually, for area residents to participate in? What are some events a local community bank could create or sponsor to help the local community?

What about sponsoring a virtual car show or parade? Everyone could participate from their own house, or in their own driveway, but still admire the classic cars and other parade entires. Your institution could even wrap a vehicle or decorate one to lead it off in the spirit of the community.

Could your institution introduce a food delivery or charity rally to help local charities and non-profits? The bank could take the lead via their social media and other marketing to bring awareness to a cause. The event also gives the bank employees an opportunity to participate by volunteering.

Main Street Needs Your Help

The pandemic has effected every business differently. Some businesses have had, and might still be facing, some really hard decisions. Over the next few months, some businesses may need to change, downsize, or even close. How can local financial institutions support them? Try spotlighting local customers and their businesses in your bank’s marketing efforts. Each week, or each month, find one local business to highlight, tell their story, show the owner’s and their families. Figure out a way to connect bank traffic, employees and resources to help them.

Your Town Needs Main Street

Whether you realize it or not, the town you live in, work in, or visit frequently, needs a healthy Main Street and thriving local businesses. It is very important to continue to support them as much as possible. Without local businesses providing local service, area residents have to travel, sometimes long distances, to acquire their daily necessities. Yes, it might be more convenient to order online, but what happens when the need is immediate? It is a great resource for the community to have local providers available to fill those needs.