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BANK ON CERTIFIED ACCOUNTS
Financial Institution Facilitator Training

[Enter]

Name of Your Financial Institution
Name of Your Bank On Certified Account

Financial Institution
partners are welcome
to use these slides
directly or transfer the
information to already
existing training
materials.

Bank On Certified Accounts Are...



Safe



These accounts do not allow overdraft or non-sufficient funds fees, so you'll never be hit with a surprise fee.

Low or No-Cost



Certified accounts are \$5 or less per month, with an opening deposit of \$25 or less.

Functional



Certified accounts always allow free deposits, free withdrawals, and free bill payments.

The Appeal of Bank On National Account Standards (2025-2026)

Research conducted on more effectively engaging unbanked individuals in opening bank accounts found the following benefits as important.
(National Bank On Standards)

Certified Bank On accounts:

- ✓ Cost a flat fee of \$5 or less per month
- ✓ Never have overdraft or minimum balance fees
- ✓ Protect your money with fraud protection
- ✓ Debit cards are in your control; you can lock if they are lost
- ✓ You can setup low balance alerts



Safe Debit Account (EXAMPLE SLIDE)

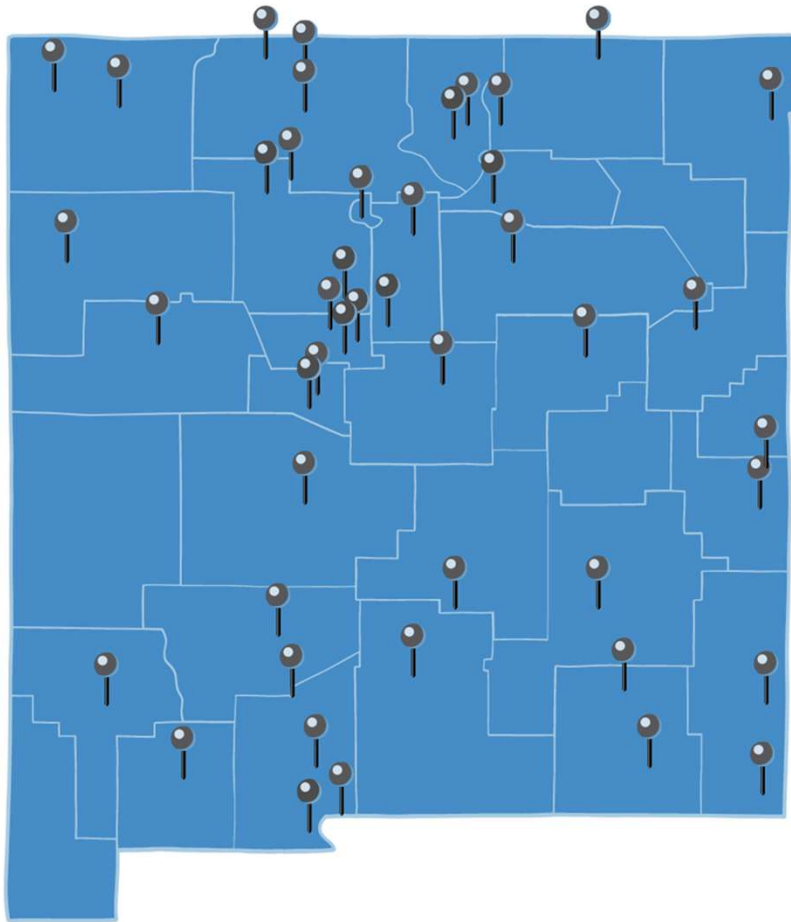
Can request custom slide for your institution's Bank On account

Account Features and ATM Information

Name	Account Name ** Online Account Opening Capability	Monthly Fee	Minimum Deposit	Minimum Age	ATM Languages	Out of Network ATM Fees
U.S. Bank	Safe Debit Account**	\$4.95	\$25.00	18	English, Spanish, Chinese	\$2.50

Alternative Identification Accepted

Name	Individual Taxpayer Identification Number (ITIN)	Consular Identification Card	Employment Authorization Document (EAD)	Tribal ID School ID	Other ID's Accepted
U.S. Bank	Yes with valid ID	Mexico (Matrícula Consular)	Yes	Tribal - Yes School - No	Military ID, Passport



Bank On Certified Accounts available in:

- 29 of 33 Counties
- 46 Cities
- Over 280 branches



Understanding Why Someone May Be Unbanked



- **Trust** (I get unexpected fees that are hard to recover from)
 - Past experience with overdraft fees and other fees
- **Perception** (I don't have what is needed to open an account)
 - Not enough funds to open an account
 - Do not have the "right" identification required
- **Privacy** (Who can see how much money I have?)
 - Debt repayment
 - IRS

• Culture and Personal Experience

- May have faced **being overcharged and underserved** by financial institutions.
- **Fear and awkwardness** if this is their first experience or little experience with a financial institution.
- Digital divide (**access**) or digital literacy (**knowledge**) may be a factor.
- **There may be stigma or shame** surrounding finances or financial institutions.

Communicating with Unbanked



- Remind staff to be **mindful of communication style and vocabulary choice.**
- Keep the **unique needs** of customers/members in mind.
- Establishing **trust is paramount.**
- It is important to create a **welcoming environment**, aiming to **boost confidence** with attention to the customer's/member's **financial wellbeing.**
- Approach **interactions with empathy and kindness.**
- The interaction with the potential customer/member should be **clear and easy to understand**, and **free of any financial institution-related references or acronyms.**

Transparency and Building Trust during the Interview

- Explain the interview process to **help the customer/member feel comfortable** with what you're asking and why.
- If you are running a ChexSystems report, explain why. **Explain how this may or may not impact them.**
- **Be clear** about your financial institution intentions to support the customer's/member's financial wellbeing and goals.
- **Thank them** for their time and **welcome them** to your financial institution.



Access to Financial Institution and Resources

- Take time to explain the features, benefits and obligations of their new relationship in a way that is easy for the customer/member to understand.
- Explain all the ways in which they can take advantage of their new relationship. Encourage questions.
- Explain the geographic location of branch locations, ATM machines, how to establish direct deposit, telephone banking and or online/mobile banking.



Keeping the Momentum Going



- Have a process for sharing these slides and information about your institution's Bank On certified account with new staff.
- Encourage staff to know where to find and view the Bank On New Mexico website.
- Share customer stories of persons who have connected and had a great experience or expressed relief with your institution's Bank On certified account.

Resources

Bank On New Mexico website - <https://bankonnewmexico.org/>

National Bank On website - <https://joinbankon.org/>