

TELLING THE COMMUNITY DEVELOPMENT BANKING STORY



WHAT WE DID –

- **22 interviews**, half with external individuals
- **Competitive messaging analysis** with 7 organizations, including CDBA
- **Traditional Media Scan** of conversations in the community banking landscape
- **Social Media Scan** of conversations in the community banking landscape
- **Review of CDBA Marketing materials** including website
- **Review of CDBA Membership Survey**
- **Development of the Branding and Messaging Brief**

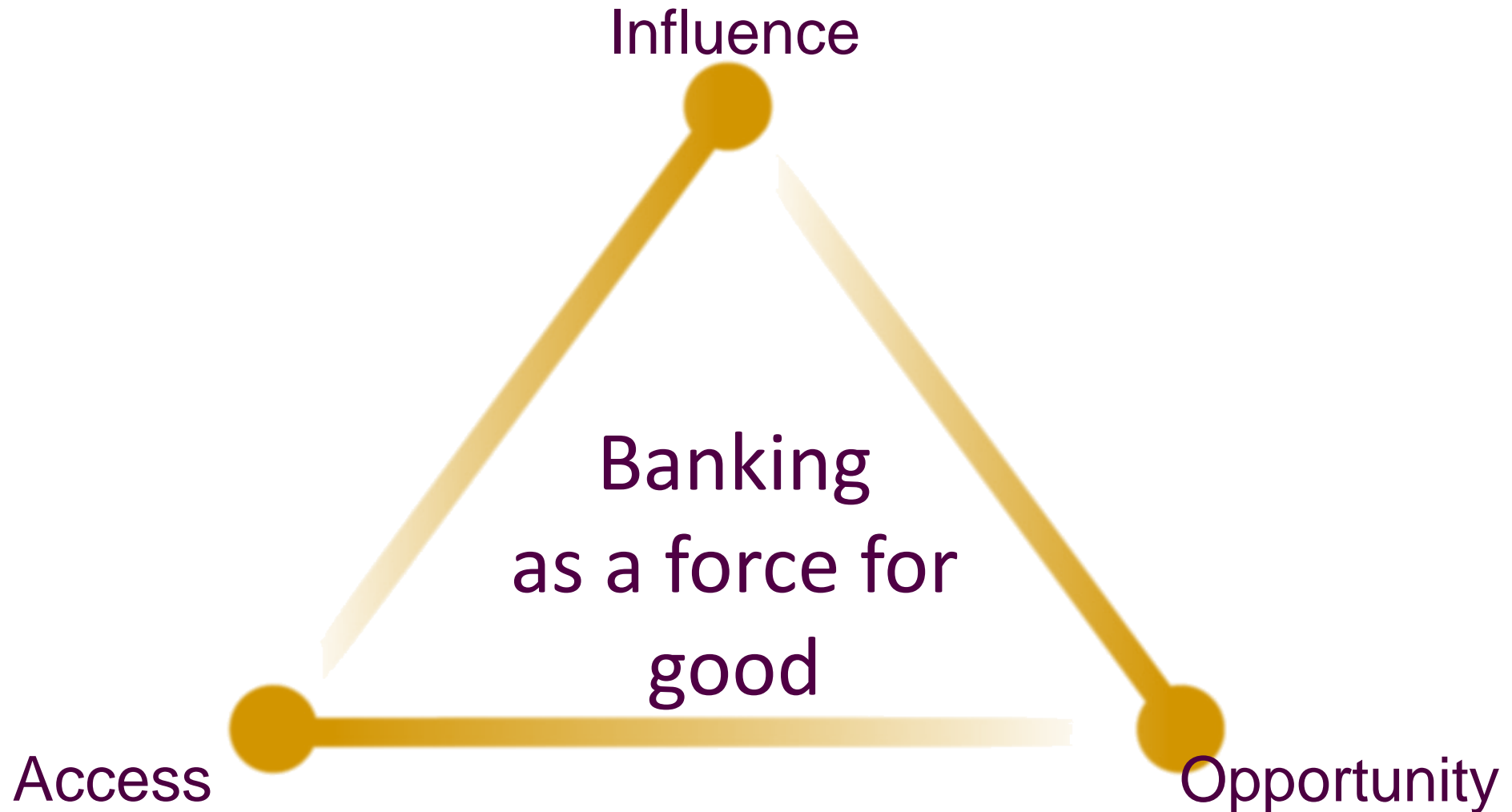


WHAT WE LEARNED

- *Mission matters* and is what differentiates your banks for *competitive advantage*
- What you consider ordinary is actually extraordinary
- Your work comes alive through story
- *Urgency to tell the story* to show the *impact* you make on real people



MESSAGING RECOMMENDATIONS



THE POWER OF STORY

- Makes an emotional connection with your listener, viewer or reader
- Makes what you do real
- Makes what you do understandable
- Makes what you do memorable



YOUR VALUE OBSCURED...



YOUR VALUE REVEALED...



SEE YOURSELVES DIFFERENTLY

You are a
part of a
movement that is a
force for *good*.



WHO'S YOUR AUDIENCE?



Prism of Value vs. Prism of Me

List-Speak

*Things YOU want to say
Lists of services and products*



**Positives we add
Negatives we reduce**

**Messages of Value
*Speaking in Technicolor***

THE GREAT STORY QUESTIONS

- ✓ What?
- ✓ So what?
- ✓ Now what?

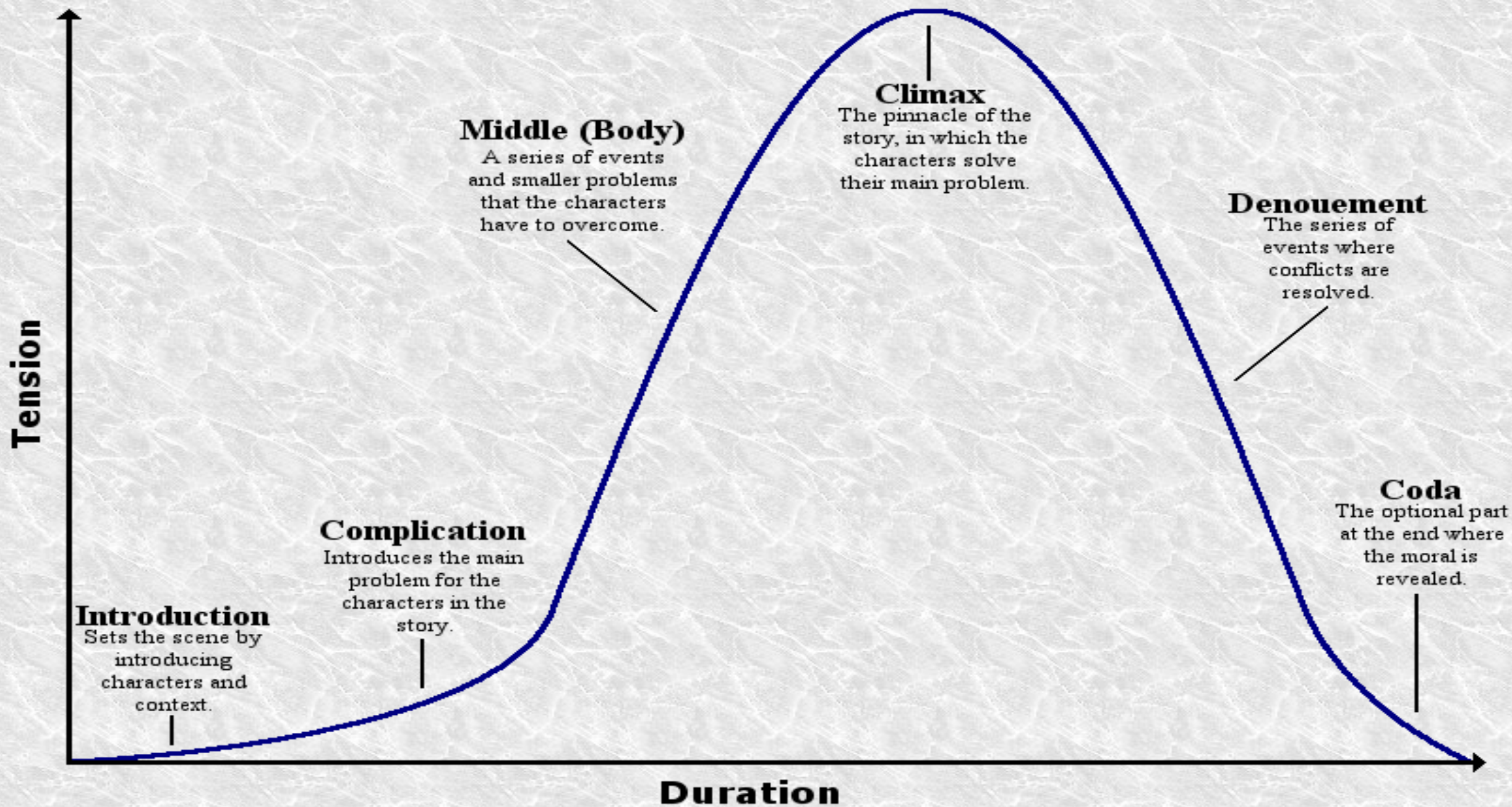


GET PERSONAL

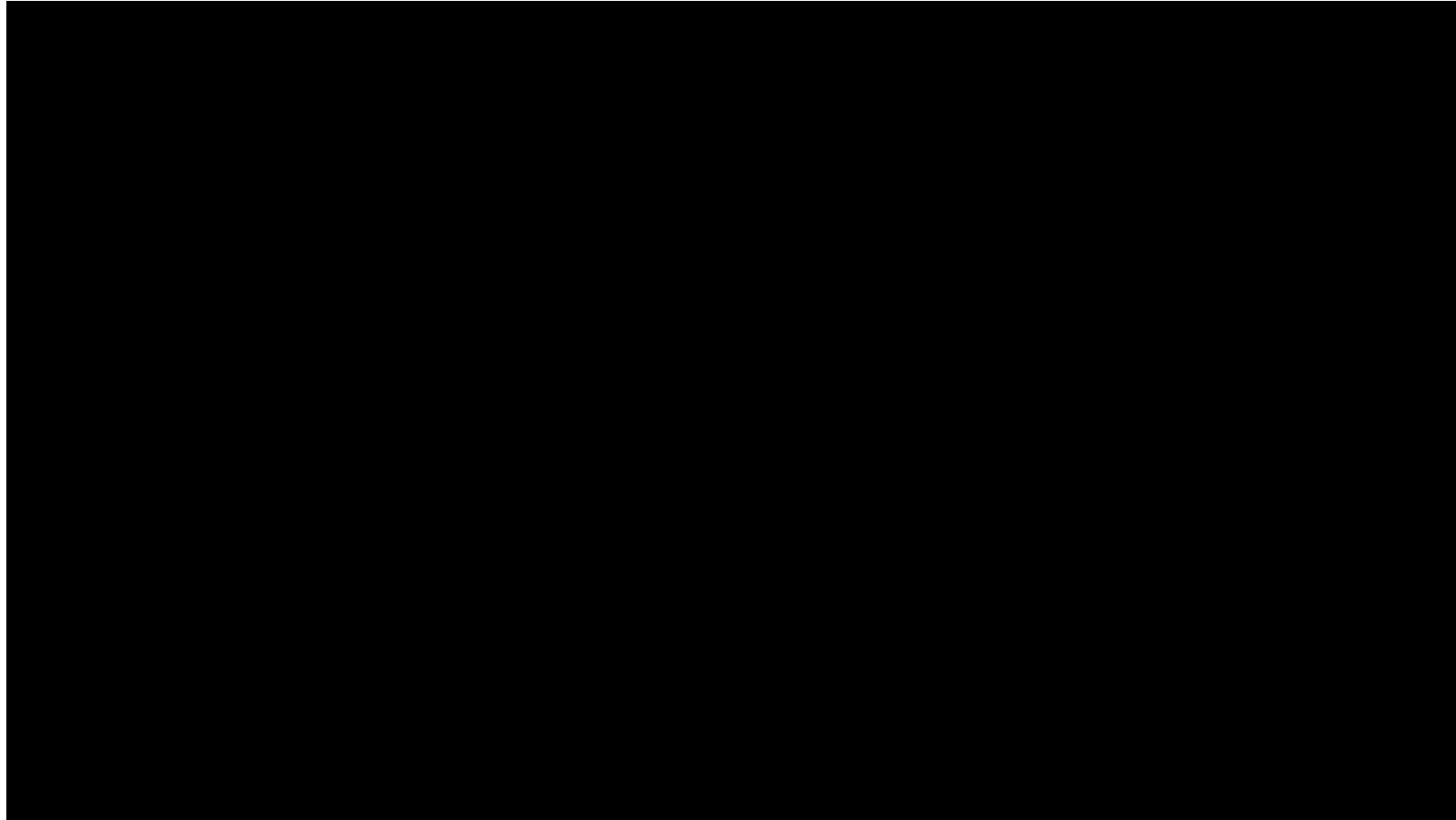
Find the hero of
your story
(other than yourself).



Standard Story Structure



THE POWER OF STORY



DOs AND DON'Ts

DO

Tell your story with confidence.
Keep it simple.
Highlight challenges.
Be authentic.
Get personal – find the hero.
Use visuals/testimonials.

DON'T

Hesitate to highlight distinction.
Clutter with lists and details.
Be generic.
Fluff and puff.
Make yourself the hero.
Get stuck in process.



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