

Random Acts of Kindness

Narrative: A Simple Idea

No strings attached. Nothing to buy. No one will contact you or call you during dinner. We just wanted to put a smile on your face today. Those were the simple thoughts we had in mind when we started our Random Acts of Kindness program during the 4th quarter of 2002. We just wanted to have some fun and see how many people we could make smile. Since then, we've given away thousands of dollars, at random in all of the communities where we have banks, through simple acts. Paying for gasoline. Picking up the check at lunch. Giving out a free loaf of bread. Being kind to those around you is simply the fabric that holds communities together. Since we're a community bank, the Random Acts of Kindness campaign is our way of weaving our share.

Concept

We have established the CornerBank brand as "On your corner. In your corner." We want to build on this brand as a local, accessible, helpful community bank. We developed "Random Acts of Kindness" to serve that purpose. The concept is simple: Send officers from CornerBank, ideally with a representative from our advertising partners, throughout communities where we have facilities to give away money to consumers at random.

Investment

- \$100 per visit (bi-weekly in south central Kansas; monthly in Lawrence and Wichita)

Process

1. Set a rotation of CornerBank officers.
2. Each week, designated officer selects a business to visit. Target businesses should be customers or prospects of CornerBank.
3. Take a second CornerBank staffer at least once per month to share participation in the program and to have an employee to take pictures of RAK.
4. When a target business is scheduled, officer makes introductions to the business owner and explains the program to them prior to going to that business.
5. Officer selects individuals at each business and pays for all or part of their purchase in cash as a random act of kindness. Officer gives the person a business card and let them know that there are no strings attached. We're here to help. If we can be of service in helping them with their financial needs, we would appreciate the opportunity to earn their business.

Program Objectives

- Provide CornerBank officers an opportunity to meet with existing or prospective commercial customers. Fits brand assertion of “accessibility.” We visit several contacts per month through participation in various markets. Key to success of this objective is follow-up contacts.
 - Benefits to the business owner
 - Free promotion as their business name will be mentioned in advertising promos as a stop on the Random Acts tour
 - Customer goodwill
 - Potential additional sales.
 - This is also an opportunity for advertising staff to make a contact with prospective advertisers. Good co-branding opportunity with media.
- Build brand awareness for CornerBank. Fits “in your corner” brand - helping people with their financial needs. Introduces them to CornerBank. Helps them put a face on the bank having met an officer.
- Build goodwill with potential individual customers. No strings attached. Nothing to buy. No one will contact you. We wanted to put a smile on your face today. We hope if you ever have a need for financial services that you’ll give us an opportunity to earn your business.

Follow up by CornerBank Officers

- Schedule follow-up call with business owner to discuss CornerBank commercial services.
- Document contact names you visited in Synapsys.
- Make quarterly contacts with these prospects to continue to build relationship.
- Most of all, this should be FUN! If we’re saying we’re friendly and accessible, here is our chance to prove it.

Summary

We recognize that in today’s marketplace, maintaining a brand requires generating an emotional tie to that brand by the consumer. The types of responses generated by the Random Acts of Kindness program show it is reinforcing the CornerBank identity as a community bank that really is on your corner and in your corner.

2011 Schedule

Schedule is every other week for south central Kansas.

- February
 - Judy Hatfield
 - Gary McCutcheon
- March
 - Brian Dutton
 - Gregg Conklin
- April
 - Gloria Ulbrich
 - Joyce McArtor
- May
 - Rick Stenson
 - Keri Shimkus
- June
 - Jill Smith
 - Jeffrey Wacker
- July
 - Bruce Schwyhart
 - Eileen Cummings
- August
 - Dee Ledy
 - Judy Hatfield
- September
 - Brian Dutton
 - Gregg Conklin
- October
 - Gloria Ulbrich
 - Joyce McArtor
- November
 - Rick Stenson
 - Keri Shimkus
- December
 - Jill Smith
 - Jeffrey Wacker

Schedule is monthly in Wichita and Lawrence. Please rotate among the officers at your branch each month.