

**THE RETAIL BANKER'S GUIDE  
TO CUSTOMER SERVICE**

**CHILDREN'S  
CHECKING**

**Super  
\$aver**



# **THE RETAIL BANKER'S GUIDE TO CUSTOMER SERVICE**

## **CHILDREN'S CHECKING**

### **OBJECTIVE:**

To improve existing customer loyalty and draw new bank customers from the lucrative 25 to 45 demographic. To instill a sense of belonging in the young children of the target demographic and create lifelong loyalty. To establish a, home based Montessorian approach to the development of child-bank interactivity which will not put pressure on Bank resources.

### **PHILOSOPHY:**

For young adults with children the choice of “which bank?” is a daunting, sometimes perplexing decision. Young couples are often confused by the array of offers such as best rates, free checking and free gifts just to name a few. This demographic requires guidance and/or specific easy-to-understand incentives which will capture their attention and loyalty.

An easy case to make is; “If it is good for my children it is good for me and my family!” Therefore, by providing an exclusive service, without cost, which will teach young children the value of money, the value of their allowance and the meaning of contribution for reward will draw the young parents to the Bank. The subsequent success of the process will please the parents and earn their long term loyalty. Equally, the children will identify with the Bank from an extremely early age and at the appropriate time the transition from “Children’s Checking” to an actual, bank managed checking account will be a natural sequence of events.



## **YOUR MESSAGE TO PARENTS:**

Our lives are built around our families, their protection, and their success. From the moment our children are born we all do everything possible to protect them. Financial stability lies at the heart of these endeavors. We want our children to be wise and thoughtful throughout their lives with every financial decision that they make. Just as we teach them to read and write at an early age we can also begin their financial education without waiting for the time when they can go to the bank and actually open their first checking account.

We have created *Children's Checking* to aid you in the development of your children's financial practices while still in their formative years. Within this guide you will find references to Children's Checking which applies to grades 1 – 3 and Youth Checking which you can use with grades 4 – 8. In either case the principles are the same. Along with this guide we have provided you with electronic support materials which you can use to print checks, deposit slips and transaction register pages on your home computer. This process makes you your children's banker. Rather than giving them cash for allowance or payment for chores you can aid them in entering the amounts in their transaction register. When they wish to purchase something, or spend their money in any way, you help with the purchase and they write a check, and complete their register. Your children will quickly come to realize that without money in their account purchases are impossible.

Research shows that children who understand that their desires are limited to their bank balance are less likely to ask for something they cannot afford. It also shows that children who understand the limitations of a bank balance are more thoughtful when making a decision to purchase.

### **HOW IT WORKS**

- Parents act as their child's banker.
- Parents personalize and print checks, deposit slips and transaction registers from the bank supplied graphics.
- Parents follow the instructional guide and teach their children how to properly use each document.
- Parents use these tools to teach their children proper checking account management and good financial practices.
- When a child in the program asks to spend their money parents will:
  - a. Ask if they have a sufficient balance to cover the transaction
  - b. If they do, the parent will help the child make the purchase (parent pays)
  - c. When they return home
    1. the parent guides the child through the writing and signing of the check and
    2. the completion of the transaction register and the balance adjustment

## **PRODUCT ELEMENTS:**

Your customers, to whom you promote Children's Checking, will receive a hard copy of the Instructional Guide for Parents along with an electronic version of the following elements:

1. Check format with bank logo incorporated in the graphic.
  - a. Checks will print on standard 8 ½" X 11" paper.
  - b. Child's name will be entered by the parent in a provided field.
2. Deposit slip format with bank logo incorporated in the graphic.
  - a. Deposit slips print on standard paper.
  - b. Recipient's name will be entered by the parent in a provided field.
3. Check register

This process ends with the Eighth Grade. Sometime after that, with your help, your children will be ready for a real checking account at a real bank. When that day comes we will be happy to aid you and your children in the next step to adulthood.

Financial stability comes from good financial practices and money management. It is never too soon to teach our children the importance of money management. By working with your child with Children's Checking you will prepare her for the time when she can open a real checking account.

We hope that you enjoy the use of Children's Checking and we look forward to serving you with all of your financial needs.





# **YOUR POWERPOINT PRESENTATION Plus Notes**

(to be used with groups of parents or educators)

## **Slide 1**



- If we wish our children to be successful, it is important to set them on the road to financial responsibility and security at an early age
- Children's Checking is a no cost process with which Parents can teach their children how the banking system works, how to keep a checking account, and why financial planning is important
- With this process Parents act as their Children's Banker and set up an account system without ever going to the bank
- We have two versions of the same process; Children's Checking for grades 1 through 3 and Youth Checking for grades 4 through 8

## **Slide 2**



- When our children begin to read and write it is the perfect time to begin their financial education
- Children who learn proper grammar and punctuation at an early age are well spoken throughout their lives. Children who learn good financial practices from an early age carry that financial stability throughout their lives

### Slide 3

Financial understanding and responsibility begin at a very early age


- Toddlers quickly learn that money buys things
- They also must learn:
  - there is not an unlimited supply
  - money must be managed
  - money is a responsibility



- As young children begin to understand that the numbers on a page (check register) represent buying power and its limits. They begin to relate to value
- They will quickly see that they can manage their resources by not always buying the most expensive toy
- They find that having money and having the ability to buy things is a privilege and a responsibility

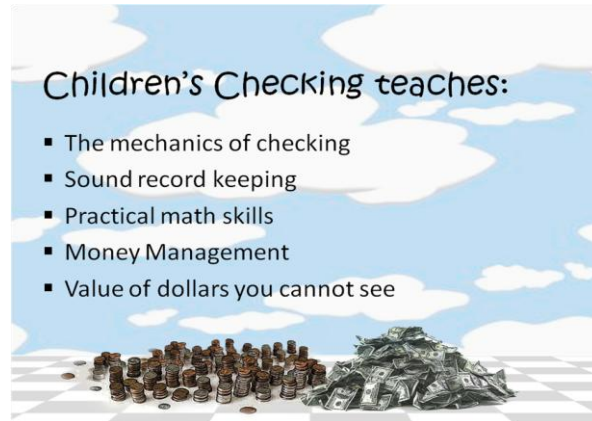
### Slide 4

First Grade may be too young to open an account at the bank but not too young to understand how checking accounts function



- In the first grade our children begin to read, write and understand numbers. Even though at this age they require constant guidance they can begin to learn the importance of the words on the page

## Slide 5



- Children's checking can help reinforce writing and mathematical skills while also teaching them the mechanics of checking, the importance of accurate record keeping, money management, and the fact that dollars have value even when you cannot hold them in your hand

## Slide 6



- Children's Checking gives the parent the role of Banker and Teacher
- Parents guide children through the creation, use and management of their own personalized, easy to use checking account

## Slide 7



- Parents who choose to participate in this program may request and receive, free of charge:
  - An instructional guide to lead them step by step through the process
  - An electronic file with which they can personalize and print for their children:
    - Checks
    - Deposit Slips
    - Transaction (Check) Register Pages

## Slide 8

**Children's Checks**

1-3 Grades

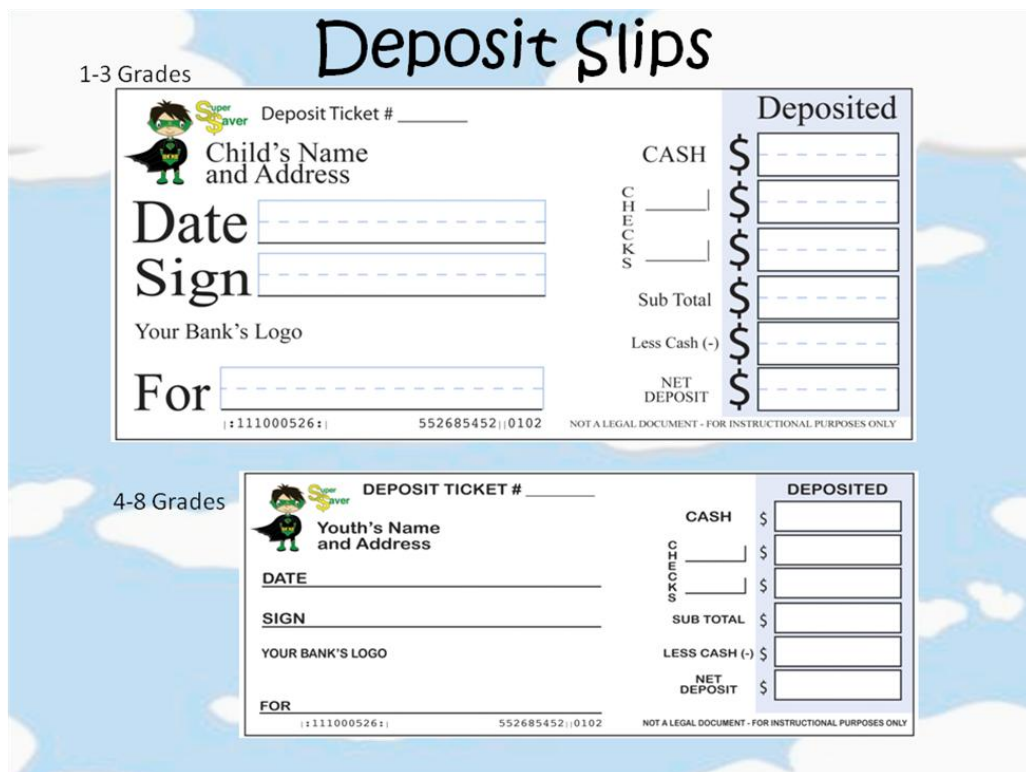
Child's Name and Address \_\_\_\_\_  
Date \_\_\_\_\_  
Check # \_\_\_\_\_  
Pay to the Order of \_\_\_\_\_ \$ \_\_\_\_\_  
\_\_\_\_\_ Dollars  
Your Bank's Logo \_\_\_\_\_  
For \_\_\_\_\_ Sign \_\_\_\_\_  
:111000526: 552685452:0102 NOT A LEGAL DOCUMENT - FOR INSTRUCTIONAL PURPOSES ONLY

4-8 Grades

Youth's Name and Address \_\_\_\_\_  
DATE \_\_\_\_\_  
Check # \_\_\_\_\_  
PAY TO THE ORDER OF \_\_\_\_\_ \$ \_\_\_\_\_  
\_\_\_\_\_ DOLLARS  
YOUR BANK'S LOGO \_\_\_\_\_  
MEMO \_\_\_\_\_ SIGNATURE \_\_\_\_\_  
:111000526: 552685452:0102 NOT A LEGAL DOCUMENT - FOR INSTRUCTIONAL PURPOSES ONLY


- The file includes checks for Children grades 1 through 3 and for Youths grades 4 through 8
- You will notice that the checks match the child’s educational level
- Children’s checks are larger, with construction lines to help develop uniform writing skills, and print three to a page from a standard printer
- Youth checks print four to a page from a standard printer
- All checks include a manageable field for personalization of the checks and one for sequential numbering

**Slide 9**



- The file also includes deposit slips for Children grades 1 through 3 and for Youths grades 4 through 8
- Like the checks the deposit slips match the child’s educational level
- Children’s deposit slips are larger, with construction lines to help develop uniform writing skills, and print three to a page from a standard printer
- Youth deposit slips print four to a page from a standard printer
- All deposit slips include a manageable field for personalization of the checks and one for sequential numbering

**Slide 10**



# Transaction Registers

**1-3 Grades**

YOUR BANK LOGO		My Check Register				
Check Number Or Deposit	Date	Transaction Description	Payment / Credit Amount (L)	✓	Deposit / Credit Amount (L)	Balance
Dep1	11/2	Allowance			5.00	5.00
Dep2	11/9	Allowance for 2 weeks			10.00	10.00
001	11/27	Walmart Hannah Montana	11.99		-4.99	15.00
Dep4	12/3	Allowance for extra job			5.00	10.01
Dep5	12/3	Babysitting Pay 2 hours			10.50	10.50
002	12/7	Fricks Grocery Gift for teacher	8.49		-8.49	25.51
003	12/7	Kohl's sisters Xmas	10.79		-10.79	17.02
Dep6	12/10	Christmas money			30.00	30.00
						\$36.23

**4-8 Grades**


YOUR BANK LOGO		My Check Register				
Check Number Or Deposit	Date	Transaction Description	Payment / Credit Amount (L)	✓	Deposit / Credit Amount (L)	Balance
Dep1	11/20/10	Babysitting Pay for Dep 5000			25.00	25.00
001	11/2/10	Sports Authority soccer ball	19.99		-19.99	5.01
Dep2	11/4/10	Allowance			10.00	15.01
Dep3	11/6/10	Allowance Plus \$30 Xmas money			40.00	40.00
Dep4	11/6/10	Cash from Grandma for extra chores			20.00	55.01
002	11/28/10	Target buying Xmas presents	32.78		-32.78	22.23
Mom's ATM	11/30/10	Cash Withdrawal for school trip			10.00	32.23

- Our transaction registers follow the same format as the checks and deposit slips and provide the proper spacing relative to the child's educational level

**Slide 11**

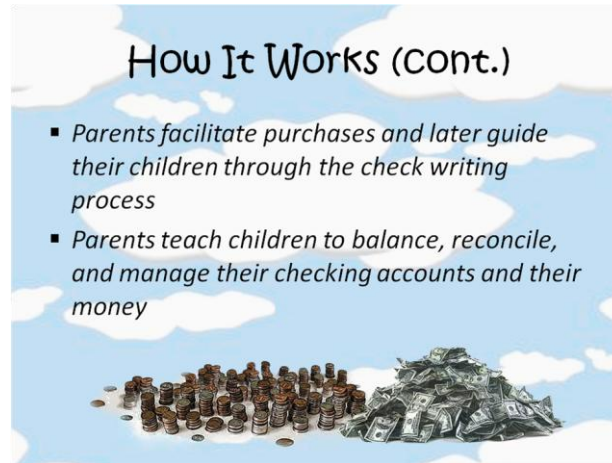
## How It Works

- Parents use the free step-by-step guide to teach their children checking account basics
- Parents customize and print checks, deposit slips, and transaction register pages from free electronic files
- Parents help children credit would-be payments to their accounts using deposit slips



- The process is simple
- By following the instructions in the provided step-by-step guide parents can help their children set up an internal checking account and learn the basics
  - Parents customize and print: checks, deposit slips, and transaction register pages
  - When children receive monies from any source the parent keeps the money, helps the child fill out a deposit slip, make a corresponding entry in the transaction register, and adjust the balance

## Slide 12



- When children wish to make purchases they may do so with the help of the parent
- Later, in the comfort and privacy of their home, parent and child write a check that properly represents the purchase, including the name of the actual payee
- Together they make the check entry in the register and adjust the balance
- All materials are organized and filed and the checking account is reconciled once per month just as though it were an actual checking account

## Slide 13



- With an early start parents are able to teach their eager to learn children the proper management of a checking account and the money it represents
- As in most things that are learned at an early age, responsibility can become a natural part of life
- We invite all parents to participate in our free Children's Checking program

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