



SuperMarketing Calendar

4th Quarter 2020



Storefront Remodel – Henderson, NV

Find helpful resources and ideas on...

The Smart Cart

Your Exclusive, Virtual Consultant

www.supermarketbank.com

Have you experienced our latest online course, **Creating Exceptional Customer Experiences?** Online training continues to grow at FSI, and this self-guided training will help your in-store staff provide excellence with every interaction – online and in person. Log into The Smart Cart on our website and start the course today!

Join us for...

FSI'S VIRTUAL RETAIL BANKING CONFERENCE

SEPTEMBER 16, 2020

&

POST-CONFERENCE PLANNING WORKSHOP

SEPTEMBER 17, 2020

IT'S NOT TOO LATE! FSI's Virtual Retail Banking Conference is set to launch Wednesday, September 16th. Plan a watch party for you and your team to join us online. Don't miss this special event and register for this complimentary conference today.

Sign up for both today at www.supermarketbank.com!

October 2020

Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12 Columbus Day	13	14	15	16 Boss's Day	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31 Halloween

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You "CAN" MAKE A DIFFERENCE

Rare are communities that have not suffered with recent unemployment or economic issues. Be a catalyst in your branch and host a canned food drive for your local food banks or social services as we move into the 4th quarter.

Promote the drive on your institution's social media as well as prepare a banner or whiteboard for branch publicity. Involve your local radio station for free exposure. Decorate an empty, huge shipping drum like a can of vegetables, and use to display and collect the canned food. Hang clean, empty cans from the ceiling for visual interest and incorporate the slogan, "You CAN Make a Difference!"

COFFIN OF CASH & PRIZES

On Halloween, give your customers the chance to crack the code on a coffin of cash or prizes, courtesy of your financial institution. Create a spooky scene in the branch and incorporate a purchased or custom-created coffin decoration. Add a combination lock and invite customer/members to try and unlock the prize coffin.

Anyone making an attempt can choose from a variety of consolation prizes or candy. And, be sure to show off all your products and services with the seasonal décor!



November 2020

GET YOUR VOTE ON



Recognize shoppers and customers/members wearing an "I Voted" sticker on Election Day, Tuesday, November 3. Engage shoppers with gratitude for exercising their right to vote and invite them to the branch for coffee or cider and a cookie. Make sure they know who you are by wearing logowear or your nametag.

At the branch, create a prominent display of any specials your financial institution is promoting. If you have access to a PA system, ask presidential trivia questions throughout the day and reward winners with small promotional items as prize giveaways.

MILITARY FAMILY APPRECIATION MONTH

Traditionally each November, Military Family Appreciation Month is declared and dedicated to honor family members who stay strong while their loved ones serve our country. Use this opportunity to show your support with thoughtful product/service ideas, recognition, or special rates offered exclusively for military families.

Work with the store management for items that can be purchased with special coupons. Give military families a special packet of these coupons plus vouchers for products and services they can redeem at your financial institution in November. Decorate the branch with flags from each branch of the military for visual impact and interest.

Su	M	Tu	W	Th	F	Sa
1	2	3 Election Day	4	5	6	7
8	9	10	11 Veterans Day	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26 Thanksgiving Day	27 Black Friday	28
29	30					

Make a Friend. Make a Customer.®

December 2020

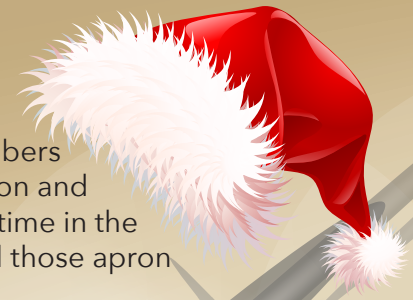
Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25 Christmas Day	26
27	28	29	30	31 New Year's Eve		



FESTIVE FRIDAYS

Help customers/members get ready for the holidays by hosting Festive Fridays. Have team members dress as Santa's helpers each Friday, wearing an apron and a personalized Santa hat and spending a little extra time in the store with flyers or business cards. Don't forget to fill those apron pockets with candy canes for the kiddos.

Sponsor a special event each week at the branch such as an ice sculptor, holiday-themed photo booth, or a live musician.



MOTIVATE WITHIN

When your employees are excited, everyone is happier. This month, focus on the people who make your business a success, and show them how thankful you are for the hard work they've done. Up their sales goals for the month of December and reward them handsomely when they are reached. Encourage them to take care of themselves and present them with pampering gift baskets or gift cards.

Feature each employee on your social media, and post why you're especially grateful for them.

