



Bank Locally Playbook

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What Is the Bank Locally Movement?

Bank Locally is a nationwide initiative uniting community banks under a single, powerful message: Banking Locally Matters. This movement isn't about replacing your bank's unique brand—it's a flexible, ready-to-integrate approach that enhances your marketing efforts. By positioning local banking as a source of community pride—much like shopping or dining local—you help your customers see their financial choices as a way to invest in their own neighborhoods.

Your Role as a Community Bank Marketer

Enhance, Don't Replace: Use Bank Locally assets as an added layer in your campaigns—think of it as a “banking proudly” badge that complements your brand.

Stay Authentic: Tailor the message to reflect your community's unique character but always keep the core call to action—#BankLocally—front and center.

Be Visible: Incorporate Bank Locally logos, colors, and graphics across your marketing materials, signage, and digital channels, always alongside your own branding.

Educate Your Audience: Remind customers that banking locally keeps money, jobs, and decision-making power within their community.



The Intent

Shift Perceptions: Elevate “banking locally” to the same level of importance as “shop local” or “eat local.”

Unify Our Voice: When thousands of community banks champion the same message, it becomes impossible to ignore.

Grow the Category: This movement is about expanding opportunities for all community banks, not competing for the same customers.



Why It matters

Strength in Numbers: A unified message from over 3,000 community banks is far more impactful than any single campaign and hard to ignore.

Stand Out from the Crowd: Demonstrate how community banks differ from big banks, credit unions and non-banks—by being deeply rooted in, and committed to, real communities.

Build Trust and Credibility: When customers see their local bank as part of a larger movement, it fosters pride and confidence in their choice.



Attracting New and Younger Customers

The Bank Locally movement is especially effective for engaging younger generations—those who value local impact, transparency, and authenticity. As they begin their financial journeys, a unified “bank locally” message positions your institution as the clear, values-driven choice for their first account, loan, or major milestones.



What’s In It for Your Bank?

Expanded Reach: Leverage the momentum of a national movement to draw more attention to your local bank.

Ready-to-Use Marketing Resource Center: Access flexible, on-brand marketing materials that save you time and effort.

Deeper Community Connections: Position your bank as a champion of local progress, not just another financial provider.

Collective Impact: The more banks participate, the stronger the message—and the more likely customers are to choose local.



How You Can Amplify The Movement

Download Assets: Access logos, graphics, and templates from the MRC.

Integrate the Message: Weave the Bank Locally theme into your social media, digital, print, in-branch, and event marketing.

Keep Your Brand Prominent: Let the Bank Locally call to action serve as a unifying thread, while your brand remains front and center.

Share Local Impact: Highlight stories and examples of how banking locally benefits your community.

Use *#BankLocally*

Connect your efforts to the national movement and amplify your reach.

Key Reminders

This Is a Movement, Not a Competition:

The goal is to make “bank locally” a rallying cry for us all to amplify in every community.

Unified Messaging Benefits Everyone:

When we all use this message, we all win.

Support Is Available:

Become an [MRC Insider](#) by signing up and join the [ICBA Community Marketing Group](#)

