



EVERFI®

CASE STUDY

# Financial Literacy Program Gives Bank a Win-Win

How Manasquan Bank picked up brand-boosting marketing materials and a CRA fulfillment



**MANASQUAN  
BANK®**  
est. 1874

15

branches in New Jersey

\$2.7B

in assets

227

employees

58,000+

clients

## The Team



**Luanne Siverio**  
Compliance Officer,  
Vice President



**Katie Meyers**  
Assistant Vice President,  
Marketing and Communications  
Manager



**Jennie Piperi**  
SVP Director of Marketing &  
Digital Operations Officer

## Summary



Met investment and service requirements for CRA exam with one solution



Reached 924 students across 4 LMI schools, despite remote-learning challenges



Increased awareness of Manasquan Bank's community impact through marketing assets

## The Challenges



Meet CRA requirements with limited time and resources



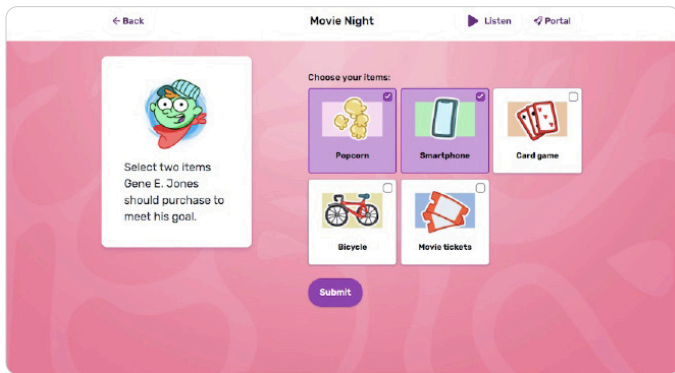
Increase engagement and financial literacy in the community during the pandemic

## The Approach

Since 2014, Manasquan Bank has sponsored EVERFI financial literacy programs in its low- to moderate-income (LMI) New Jersey middle and high schools. When the pandemic limited the bank's ability to reach students more consistently, EVERFI helped bridge the gap.

With its national team of K-12 experts who work directly with local school districts, EVERFI got even more schools enrolled in the Manasquan Bank-sponsored programs for the 2020-21 school year.

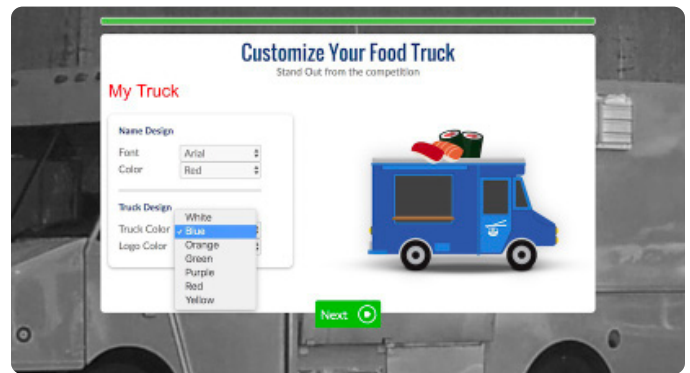
## Products Used



### Vault: Understanding Money

Grades 4–6

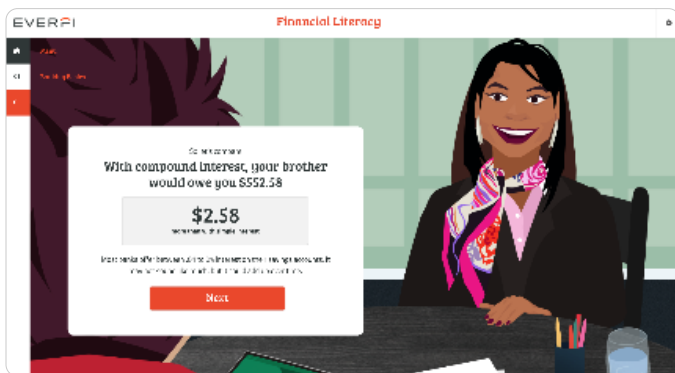
Younger students learn financial literacy basics through gamified lessons and topics, including responsible money choices, income and careers, credit and borrowing, and more.



### Venture: Entrepreneurial Expedition

Grades 7–12

Students develop personalized plans for their individual businesses, including financing, marketing, team building, and market research, plus a roadmap for academic and career success. Aligned to Math and ELA Common Core Standards.



### Financial Literacy for High School

Grades 9–12

Students develop strategies for managing their finances by learning complex concepts like banking basics, income and employment, budgeting, financing higher education, and more. Aligned to Jump\$tart standards.



Because we have such limited time, we really rely on EVERFI to do the footwork in getting these financial education programs running in the schools.

We also love the quarterly Impact Report that EVERFI provides. This report highlights the student involvement in the learning modules, and we provide this to our regulator during our compliance exam.

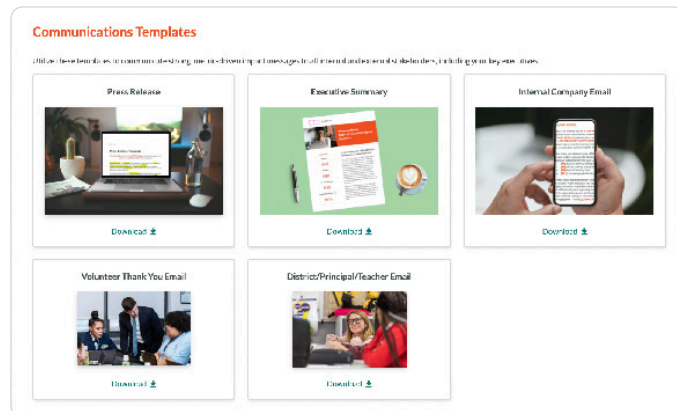


**Luanne Siverio**  
Compliance Officer, Vice President

## The Results

Despite what was arguably students' most challenging academic year, Manasquan Bank was able to provide high-quality, effective financial education to LMI students in its community. Manasquan's compliance team then used this community reach to fulfill CRA requirements for investment. And once in-classroom visits resume, they'll be able to use those for service requirements, as well.

Manasquan Bank's marketing team used EVERFI's toolkits to help broadcast this community impact. With access to a library of templates and assets, the team could easily amplify Manasquan Bank's story of being a community-minded institution, invested in long-term relationships and service.



Some of the assets included in the EVERFI customer marketing toolkit to easily broadcast Manasquan Bank's impact

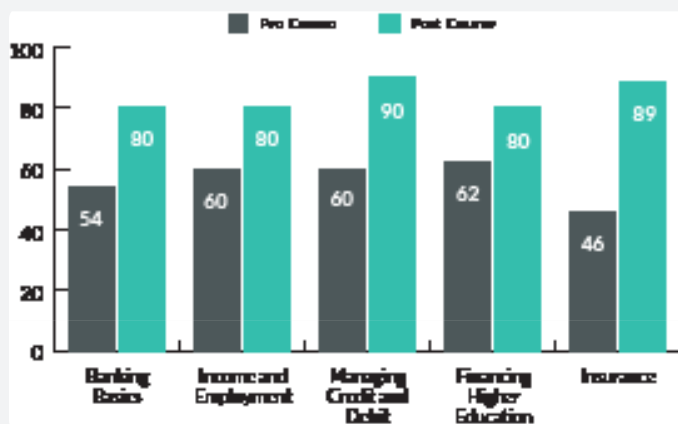


I love the resources EVERFI provides our team with—the email communication templates, banners, and images showing our impact in schools. It's a really professional and easy-to-navigate toolkit, and it makes it easy for us to make it our own.

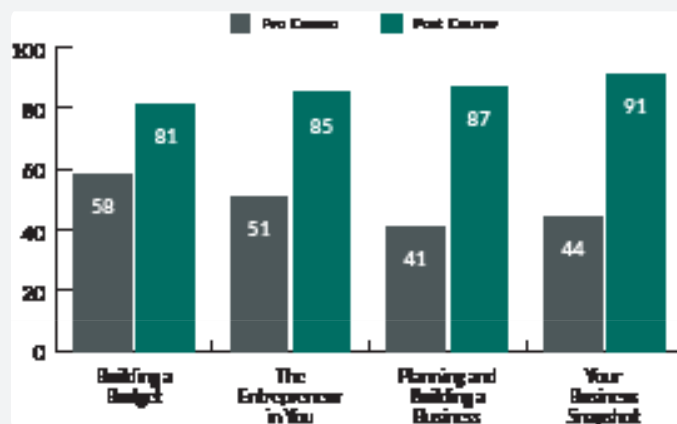


Katie Meyers, Assistant Vice President, Marketing and Communications Manager

## Manasquan Bank's 2020–21 Student Knowledge Gains



49% increase in financial scores



79% increase in entrepreneurship scores

EVERFI®

Learn how your bank can easily increase your community impact.

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