

# Message Board Guidelines for Branches



## Purpose:

The message board (including chalkboards, blackboards, or dry erase boards) is a powerful, low-cost tool to connect with members and customers in a fun, personal way. It can highlight promotions, share helpful tips, spark conversation, and make the branch feel welcoming and approachable. When used consistently and creatively, it reinforces your branch's personality and encourages engagement.

## Tips for Success:

Follow these guidelines to create message boards that are engaging, welcoming, and effective in connecting with members and customers.

### Keep It Fresh

- Update the board regularly, ideally weekly, or even daily, if possible, to keep it interesting.
- Rotate trivia, fun facts, motivational messages, or timely updates so members and customers always see something new.
- Use dry erase markers or chalk that is easy to update so changes are quick and clean.

### Make It Simple

- Keep messages short and easy to read at-a-glance.
- Use catchy phrases or calls to action such as "Win Today," "Ask Us How," "Save More This Month," or "New Services Here."
- Avoid clutter. Limit text to one or two short sentences and use larger lettering for emphasis.

### Catch the Eye

- Add visuals such as arrows, doodles, seasonal icons (stars, smiley faces, pumpkins, snowflakes) to draw attention.
- Use color strategically to highlight promotions or key messages.
- Place the board where members/customers naturally pause, such as near the entrance, teller line, or waiting area.

### Stay on Theme

- Align board content with current promotions, holidays, or community events.

- Highlight products or services that are timely, such as vacation loans, back-to-school specials, or financial wellness tips.
- Update messages regularly to show the branch is active and involved in the community.

### **Spark Engagement**

- Ask questions or post prompts that encourage conversation, such as “What’s your favorite local restaurant?” or “What is one financial goal you are working on?”
- Invite members/customers to respond verbally or leave notes when appropriate.
- Encourage team members to reference the board in conversations to create connection points.

### **Show Personality**

- Let the branch team’s creativity shine through humor, artwork, or playful themes.
- Match the tone of the board to your branch culture while keeping it friendly and welcoming.
- Encourage staff input so the board reflects the team, not just one person.

### **Use The Smart Cart**

- Refer to the Library > Marketing > Message Boards or SuperMarketing Calendar for ready-to-use board ideas, seasonal templates, and content suggestions.
- Leverage pre-made campaigns or sample prompts to simplify planning and maintain consistency across branches.
- Rotate ideas from The Smart Cart to keep messaging aligned with institutional branding and priorities.

### **Remember:**

The message board is more than just a display; it is a conversation starter and a way to show personality, creativity, and approachability. A thoughtfully maintained board helps your branch feel welcome, encourages engagement, and strengthens relationships. Every interaction sparked by the board is an opportunity to build trust, start conversations, and deepen customer and member connections.