



2012  
NATIONAL COMMUNITY BANK  
SERVICE AWARDS  
NOMINATION CRITERIA

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ABOUT THE AWARDS

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The National Community Bank Service Awards program acknowledges the valuable role community banks play in sustaining communities across the nation, and nationally recognizes community banks for their outstanding volunteer efforts.

**All community banks** with a community service, volunteer, or financial literacy program, helping to sustain communities across the nation are eligible to be nominated for the 2012 National Community Bank Service Awards. Entry is **free** for all community banks and multiple entries are encouraged. You may nominate your own bank.

Award recipients will be recognized during ICBA's National Convention, March 11-15 in Nashville, TN. The Grand National Award recipient receives roundtrip airfare and hotel accommodations courtesy of ICBA. In addition, all National Award recipients will be recognized in the April 2012 issue of the nationally recognized community banking magazine *ICBA Independent Banker*.

As a bonus, the Grand National Award recipient receives \$1,000 to use toward future community service efforts. National Award recipients each receive \$500 for their programs.

Nominations are judged by a panel of community bankers and industry experts. The deadline to submit nomination forms is **Friday, December 02, 2011**

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JUDGING CRITERIA

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Though service programs do not need to meet all of the judging criteria, nominations are evaluated on four criteria:

1. The program's impact on the community. How well the service program solves the problem it set out to alleviate? (*the positive changes the project has made on the community*).

## 2012 NATIONAL COMMUNITY BANK SERVICE AWARDS

2. The creativity or innovative nature of the service program. Did you design this service effort organically or was it already established. (*what makes this project special or unique*).
3. The involvement of bank employees in the service program. (*what percentage of bank employees are involved in the project, do bank staff have direct involvement.* )
4. Average time donated by bank employees. (*how many hours on average, have your bank employees donated*)

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### 2012 AWARD CATEGORIES

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- **Grand National Award**

- A Community Bank which demonstrates extraordinary commitment to their local community by creating and participating in local service programs.

- **National Awards:**

- A Community Bank which demonstrates exemplary commitment to their local community through community service or volunteer efforts.
  - **Category A:** Assets under \$500 million
  - **Category B:** Assets over \$500 million

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### 2012 AWARD BENEFITS

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As a bonus, the Grand National Award recipient receives \$1,000 to use toward future community service efforts. National Award recipients each receive \$500 for their programs.

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### SUBMITTING NOMINATIONS

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**All Community banks are eligible and *encouraged* to electronically submit nominations.** All entries or nominating organizations must complete and submit an official nomination form. *You can nominate your own bank.* Visit [www.icba.org/awards](http://www.icba.org/awards) for an electronic application form.

Submitting media clippings, photographs or other materials illustrating a bank's service program efforts and success are helpful, but *optional*. Any materials submitted as part of the application remain the property of ICBA, and may be used for future promotional efforts at the discretion of ICBA.

**Please send nomination forms by Friday, December 02, 2011 to:**

[marketing@icba.org](mailto:marketing@icba.org)

**2012**  
**NATIONAL COMMUNITY BANK**  
**SERVICE AWARDS**  
**NOMINATION APPLICATION**

*Please e-mail nomination forms as a PDF or MS Word Document to*

marketing@icba.org

All nomination materials must be received by **December 02, 2011**

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**GENERAL INFORMATION**

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Bank Name	<input type="text"/>
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ICBA Member Y/N	<input type="text"/>	Contact Name	<input type="text"/>
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Address	<input type="text"/>
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City	<input type="text"/>	State	<input type="text"/>	Zip	<input type="text"/>
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Phone	<input type="text"/>	Fax	<input type="text"/>	E-mail	<input type="text"/>
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Asset Size	<input type="text"/>	Percentage of Employees Participating	<input type="text"/>
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**SERVICE PROGRAM**

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Service Category:	
Program Name	

Start Date		Contact Name	
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Avg. # of hours donated per employee	
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Brief Description of Program	
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**AWARD CRITERIA**

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Please concisely describe in 500 words or less your bank's community service program. Please attach collateral material (press coverage, publicity pieces, photos, client stories, etc.) that helps to further illustrate the nature of your bank's program and its impact on the community. Collateral material submissions are *optional*.