

# PACB INSPIRE Awards

Thursday, June 20, 2024

Sheraton Harrisburg Hershey Hotel  
4650 Lindle Rd, Harrisburg, PA 17111

5:00 pm – Registration and networking reception  
5:45 pm – Welcome, opening remarks, and dinner  
6:15 pm – Keynote speaker  
7:00 pm – Awards presentation

*Semi-formal attire, please*



## Category Awards Application

The PACB INSPIRE Awards are designed to recognize the incredible and varied ways that community banks promote the value of the industry to customers and the community and work with their partners to breathe life into the neighborhoods they serve. Award winners are determined to be those organizations which best promote the virtues of community banking, attract customers, and INSPIRE others in the community to undertake a leadership role in making their local communities a better place. PACB is proud of the powerful role that our community bankers play to support local businesses, schools, charitable groups and houses of worship. PACB members work hard every day to help their local entrepreneurs and community leaders build vibrant communities where families want to live, work and play.

The first part of the application asks the institution to list contact information, along with all the information about itself and its program. The second part of the application gives information that is useful in determining the problem or issue being addressed; the reach of the program; how the initiative INSPIRES the community; and objectives and measurable outcomes.

## INSPIRE Award Submission

**Name of program:** This is the name of the program and the title by which the entry shall be known throughout the judging process.

### Select the category or categories that you are submitting for an award:

Select the category that best fits the overall goals and/or problem the program was designed to address. It's possible that a program could fit in more than one category. Take time to read the category descriptions thoroughly before selecting a category to enter. If you have questions about which category to enter, contact contact Tricia Willhide for guidance at [Tricia@pacb.org](mailto:Tricia@pacb.org)

Institution's program to be entered into one of these categories (please choose all that apply):

#### COMMUNITY SUPPORT AND ENGAGEMENT EXCELLENCE IN MARKETING

- Best creative (print)
- Best creative (digital or social media)
- Best creative (radio or television)

#### EXCELLENCE IN LENDING AWARD

- Economic Rehabilitation Award
- Economic Development Award
- Retail Lending Award
- Small Business Lending Award



# General Applicant Information

**Institution name and address:** Please list the name and address of the institution submitting the program.

**Total number of employees:** This information is useful to determine how the reach of the project should be judged. A larger institution may expect to have more employees involved, while a smaller one would logically have a smaller number. However, this is just a factor in judging reach of project, not a determining factor.

**Asset size:** Assists the judges in examining the reach of the program and the available resources for the organization.

**Institution website:** While the website is not included in the score matrix to be scored, a link to the website will help inform judges overall.

**Social media channels:** Indicate all social media channels your institution uses and what the addresses are.

LinkedIn

Twitter

Instagram

Facebook

**What other awards have you received in the last 2 years?**

**Is the program ongoing?** This information is used to determine how to judge the objectives and outcomes of the program. An ongoing program (such as a public education campaign) will not be penalized because it has not reached a defined end date but should have clearly articulated objectives and outcomes to date. A program that is not ongoing, however, or a program that has not reached its end date, will need to include all measurable objectives and specific outcomes that demonstrate the program's reach and success.

**Estimated number of people directly affected by the program:** This is the area where the applicant shares how many people the program impacts. In some cases, this may be an estimate. Be as specific as you can.



**Number of volunteers involved:** This is the number of bank employees involved in the project.

**Did you partner with any other organization to create this program?** This answer is used to judge the reach of the project. Partnering with other organizations should lead to a larger reach of project.

## Community Support and Engagement Section

*This part of the application is where you will share as much background as you can about how the program came together, what steps were taken to implement the initiative, and what outcomes resulted from your activity.*

**Brief overview of activity:** This is where an applicant briefly describes their program. While there is a 300-word limit, the program's description should provide information about the assessed need for the program, how the program was implemented and who was involved. **(300 word limit)**

**Problem and/or issue addressed:** In this section applicants will explain in more detail the problem or issue that spurred creation or development of the program. What was the issue that the program or initiative helped to address/solve? **(100 word limit)**

**Reach of project:** In this section an applicant briefly explains how the program offered an original or effective solution to today's societal or business problems. Such programs often involve the bank's members and/or volunteers and have a broad impact on an industry, profession, or affected community.

**Embodies the value of community banking:** Award-winning entries will use this section to effectively showcase how the institution was able to go above and beyond their everyday, core mission to achieve extraordinary, measurable results. **(100 word limit)**



**Objectives and outcomes:** In this section applications will share the measurable outcomes along with how those outcomes were met. Results should be as tangible as possible. They could demonstrate how the program or project, for example, illustrates the institution's mission and vision, elevates their community and can be an easily replicated model for other institutions and/or showcases the important work of the community banking industry. **(100 word limit)**

**Additional information you would like the Awards Committee to consider:** Applicants will include additional data that can help show the tangible results of the program, such as a website, report, news article or other supportive materials that help tell the story about the success of the initiative.

## Excellence in Marketing Section

**Choose the marketing media (select one) that you are submitting for an award:** A bank may compete for more than one award. But please use one submission form for each award.

Best creative (print)

Best creative (digital or social media)

Best creative (radio or television)

**Who was your target audience?**

**What was the market penetration of your ad or campaign?**

**Please explain what differentiates this campaign from your past campaigns, or other efforts used by your competitors.**

If submitting for an Excellence in Marketing Award, please also forward your marketing samples with a description by email to [pr@pacb.org](mailto:pr@pacb.org). (pdf, mp3, mp4, png or jpg files only please)



**Additional information you would like the Awards Committee to consider:** Applicants will include additional data that can help show the tangible results of the program, such as a website, report, news article or other supportive materials that help tell the story about the success of the initiative.

## Excellence in Lending Section

### Excellence in Lending Award

Please explain why your program stands out when compared to the lending efforts made by others in helping impact your community. Please explain the project or program.

Loan department nominated:

Number of customers served:

Total amount of loans issued:

Changes in total loans issued compared to year prior:

**Additional information you would like the Awards Committee to consider:** Applicants will include additional data that can help show the tangible results of the program, such as a website, report, news article or other supportive materials that help tell the story about the success of the initiative.

*Please save and return completed form to [Tricia@pacb.org](mailto:Tricia@pacb.org) by close of business Friday, April 12, 2024.*



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[pacb.org](http://pacb.org)

