

### DEPOSITORY INSTITUTION ACCOUNT FLYER/BROCHURE (62 points)

You are to create a one-page flyer or brochure to advertise four savings tools offered by a depository institution of your choosing. You will advertise a **savings, checking, CD**, and a **money market** account. I encourage you to explore different bank and credit union websites to gather ideas on how to promote each of your four savings tools.

Your flyer or brochure must include the following information:

- Create a name for your bank or credit union (1 point)
- Identify your institution as either a bank or credit union (1 point)
- Identify the agency and amount that will protect your accounts in the event that your bank or credit union was to fail. (2 points)
- Create a name for each of your accounts offered (4 points)
- Briefly describe how each savings tool works (8 points)
- List five descriptive features for each savings tool (ie. interest rate amount, mobile banking, ATMs, etc.) (20 points)
- Indicate whether or not a minimum balance is required for each account (4 points)
- Include at least one graphic in your flyer or brochure (3 points)
- Include a list of applicable fees and explanations for why they may be charged (5 points)
- Include contact information (Phone, email, website, etc.) (3 points)
- Include your depository institution's location(s) or website address if online-only (2 points)
- **Include color somewhere in your flyer (4 points)**
- Include your name (you can include your name on the back)
- Make sure your flyer is easy to read and neatly put together (5 points)

### DEPOSITORY INSTITUTION ACCOUNT FLYER/BROCHURE (62 points)

You are to create a one-page flyer or brochure to advertise four savings tools offered by a depository institution of your choosing. You will advertise a **savings, checking, CD**, and a **money market** account. I encourage you to explore different bank and credit union websites to gather ideas on how to promote each of your four savings tools.

Your flyer or brochure must include the following information:

- Create a name for your bank or credit union (1 point)
- Identify your institution as either a bank or credit union (1 point)
- Identify the agency and amount that will protect your accounts in the event that your bank or credit union was to fail. (2 points)
- Create a name for each of your accounts offered (4 points)
- Briefly describe how each savings tool works (8 points)
- List five descriptive features for each savings tool (ie. interest rate amount, mobile banking, ATMs, etc.) (20 points)
- Indicate whether or not a minimum balance is required for each account (4 points)
- Include at least one graphic in your flyer or brochure (3 points)
- Include a list of applicable fees and explanations for why they may be charged (5 points)
- Include contact information (Phone, email, website, etc.) (3 points)
- Include your depository institution's location(s) or website address if online-only (2 points)
- **Include color somewhere in your flyer (4 points)**
- Include your name (you can include your name on the back)
- Make sure your flyer is easy to read and neatly put together (5 points)