



2020 NextGen Scholarship – ICBA LEAD FWD Summit

Sept. 21-22 | Offered in Virtual Format

State Association Information – What You Need to Know!

The future of our industry hinges on tomorrow's community bank leaders. ICBA is excited to announce that due to the success of last year's NextGen Scholarship Program that we have dedicated funding to bring this program back for 2020.

The ICBA NextGen Scholarship will provide each participating state association with funding to award one community banker from its membership a scholarship to attend the ICBA LEAD FWD Summit, ICBA's virtual leadership conference, Sept. 21-22. Here's how it works:

Scholarship Details

- Your state association is granted one NextGen Scholarship to award to a member community banker.
- Scholarship recipients receive one complimentary registration (and all benefits conveyed with conference registration) to participate in ICBA's virtual leadership conference, the ICBA LEAD FWD Summit.
- We recognize that it might be difficult to award just one scholarship. If your state association wishes to match the scholarship funds and award an additional scholarship (or if you would like to attend yourself) ICBA will discount the registration fees for no more than two additional registrants to \$295 each.

What Does Participation Look Like?

ICBA wants to make the NextGen scholarship program as easy for you to participate in as possible. We only have two requirements:

- The scholarship recipient must be a community banker employed at an ICBA Member Community Bank at the time the LEAD FWD Summit takes place.
- Both the recipient and participating state association are asked to complete a post-event survey to provide feedback on the event.

Otherwise, we are pleased to provide you with the combined latitude and support to make the NextGen Scholarship program your very own.

- Should you choose, you are free to create and host your own branded-scholarship program. So long as the two above requirements are met, you're in the driver's seat. (We've provided sample nomination form questions for your convenience that you are free to use or not).
- Alternatively, if your state association has a specific banker that it wishes to send to the event (without initiating a full scholarship campaign) that is also an option.

Timeline & Next Steps...

DEADLINE FOR ICBA TO RECEIVE YOUR SCHOLARSHIP NOMINATION IS AUG. 14, 2020. Upon selecting your scholarship recipient, email Lindsay LaNore Lindsay.lanore@icba.org and Jim Mastey Jim.mastey@icba.org with the recipient's completed application form by **AUGUST 14, 2020**. It is important that we receive your nomination by no later than this date to ensure that we can deliver event materials to the recipient prior to the summit.

Once a recipient's scholarship criteria have been verified by ICBA, ICBA will send you an email confirming verification. We then invite you to contact the recipient to congratulate and award the scholarship. You can also share that ICBA will be registering the recipient for the LEAD FWD Summit and the participant will receive email confirmation within five business days.

This is Your Scholarship, But We Want to Make it Easy...

Again, this is your state's scholarship to award...it is not an ICBA scholarship. When you elect to participate you will receive the following promotional assets that you can use—or not—as you determine:

- A customizable promotional flyer with scholarship details,
- Digital art files for the web, social media, and email,
- Sample social media and email copy,
- A NextGen scholarship application form,
- A NextGen Scholarship certificate template to acknowledge your winner,
- A NextGen Scholarship registration form (to be returned to the attention of Lindsay LaNore Lindsay.lanore@icba.org and Jim Mastey Jim.mastey@icba.org by no later than Aug. 14, 2020).

If you have questions or concerns at any time during this process, please do not hesitate to reach out as we're happy to help.

Following the LEAD FWD Summit...

ICBA will send a post-event survey to gather banker and state association executive feedback on the event. Your feedback is incredibly valuable, and we welcome it.

We look forward to partnering and using this NextGen Scholarship opportunity to help cultivate the next generation of community bank leaders for our industry!

ICBA Contacts:

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