Leading financial **WELLNESS**

There are organizations in your area that are seeking help with financial education. Your co-branded financial wellness website from Banzai Direct will plug you into those opportunities. Not only will you share your program with employees, depositors, parents, children, and other members of the community, but your URL can be hosted on organizational websites, such as:

- Libraries
- Churches
- Businesses
- Non-profits
- Government Programs
- Prison Rehab
- Credit Programs
- United Way
- Homeless Shelters
- Boys and Girls Clubs
- Scouts
- Youth Groups

These are only a few groups you should consider targeting. In fact, Banzai is the perfect onboarding tool for your employees. It starts at home—education is central to your mission, and to be successful at it, you have to make it a part of who you are and what you do. Banzai’s lifelike simulations help them learn by doing, make trade offs, and have meaningful experiences that change behavior.

In addition to getting creative about offering Banzai Direct to groups, you might consider one or more of the following incentives to drive usage among your customers:

- Learn and Earn Savings for Life Program to Generate Youth Involvement and Savings Accounts
- First Time Home Buyers or Preparing to Buy a Home
- Family Night Financial Literacy Solution Newsletter
- Offer URL as a Financial Wellness Perk for Business Accounts for Their Employees and/or Customers
- Event During National Financial Literacy Month
- Waive an Overdraft Fee if they do the Module on NSF Fees
- $50 Gas Card if they Bring their Auto Loan Over
- $300 Home Depot Gift Card Upon Closing on Home Loan or Refinance
- Cash or Incentives for Opening New Accounts
- Major Life Events
- Classes in Your Branches
- Internal Employee On-Boarding Program
Banzai’s financial wellness courses mimic real life—its choose-your-own-adventure design gives individuals the courage to tackle real-world dilemmas.

We believe in learning by doing. What better way to learn about credit scores, taxes, insurance, and budgeting than to experience them? Practice makes perfect.

Good teachers know how to simplify—to reduce their material to the essentials. Banzai takes complicated financial concepts (like mortgages) and presents them in bite-sized, memorable activities.