



INSIGHTS FROM THE BANK FOR GOOD CAMPAIGN

2/24/2021

THE ROADMAP

The WHY

The WHO, WHEN, and WHAT

The SO WHAT



Nuts and
Bolts



Value Over
Time



Marathon
Allyship



The Movement
Continues



*“We know what we have to do. We know how to do it.
All that’s left is to do it.”*

Frank Jensen, Lord Mayor of Copenhagen, C40 World Mayors Summit, October 2019

2014 - 2018

HOW MUCH DO BANKS LEND TO FOSSIL FUEL COMPANIES?

Bank financing of
fossil fuels* between
2016-2018

\$1.9 trillion

Valuation of
Apple

\$1.3 trillion

GDP of
Mexico

\$1.15 trillion

Net worth of 11
wealthiest
people

\$897 billion

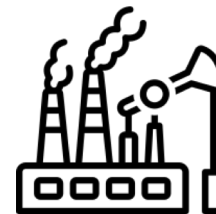
THE FOSSIL FUEL INDUSTRY IS INTRICATELY LINKED WITH THE FINANCE SECTOR



Customers put money in a bank account (globally, there is \$111 trillion in retail bank deposits!)¹.



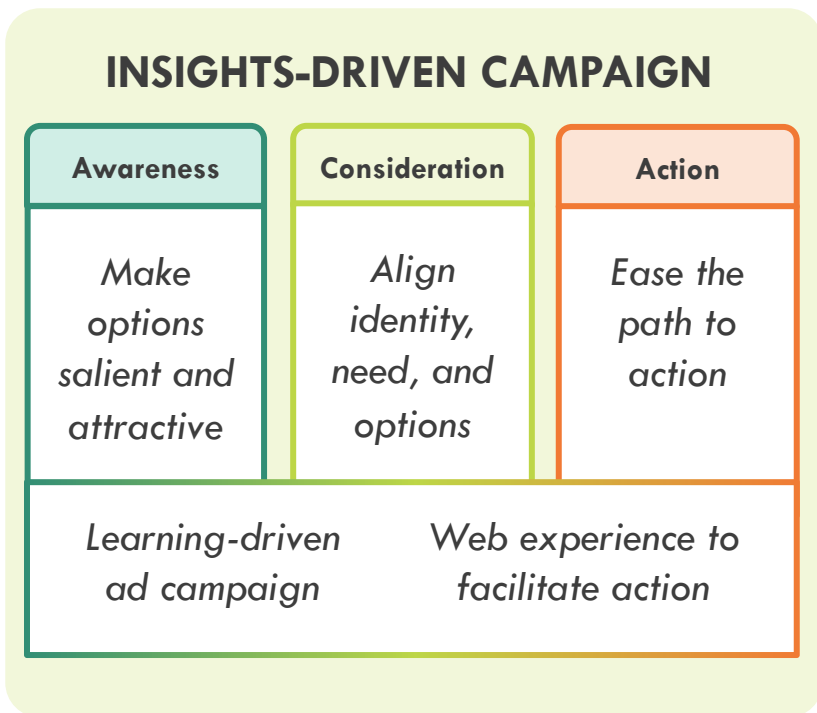
Banks invest some of these deposits in fossil fuel projects as loans and underwriting.



Fossil fuel companies use this money to develop and expand coal, oil and gas projects.

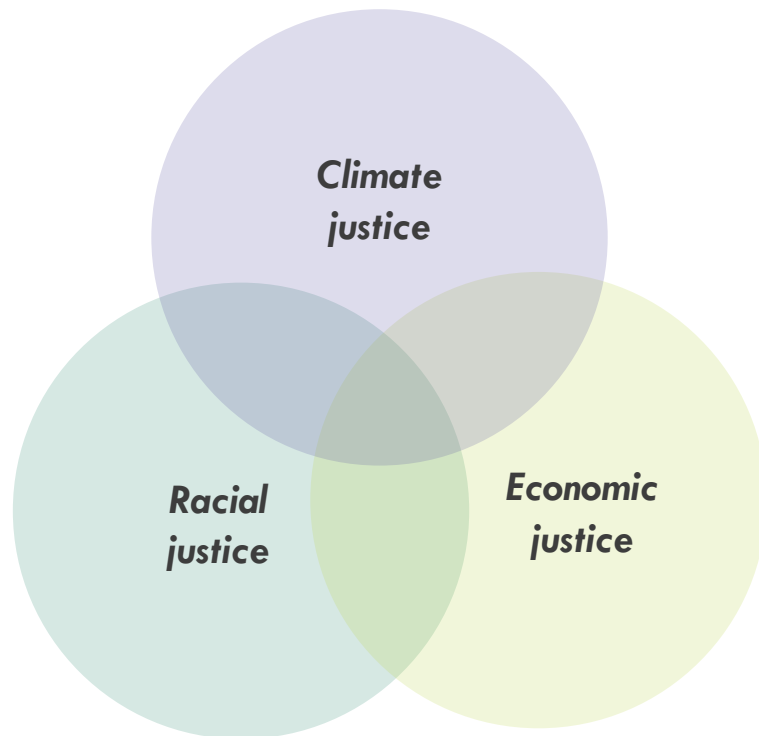
1. William & Flora Hewlett Climate Finance Strategy, 2018-2023.
<https://www.hewlett.org/library/climate-finance-strategy-2018-2023/>

OUR THEORY OF CHANGE



OUR THEORY OF CHANGE

Bank for Good lives at the intersection of racial, climate and economic justice.



OUR GOALS



Build a piece of infrastructure for the greater ecosystem



Learn about effective messaging, channel, and audience combinations



Address the three phases of behavior: awareness, consideration, and action

THE BANK FOR GOOD COALITION



ideas42 is a non-profit that uses insights from behavioral science to improve lives, build better systems and policies, and drive social change.

Grow Brooklyn's mission is to enable families to grow and preserve their assets, thereby securing their economic future.



PURPOSE

Purpose builds and supports movements to advance the fight for an open, just, and habitable world through public mobilization and storytelling.

Sol Nation is a nationally and globally recognized organization that provides direct pathways to a just transition, resiliency, and revitalization as we move to a Green Economy.



Fernandez Advisors is a campaign strategy and advisory firm that builds infrastructure that the progressive community can rely on to make change.

Mighty Deposits analyzes millions of pages of public data so you can look up any bank or credit union in the U.S. & learn how it uses your money to impact communities.



Presente supports the creation of a massive, multi-issue, grassroots Latinx movement calling for freedom, dignity, equity, and justice for all.

nclud is a digital-first creative agency focused on imagining and building highly-interactive websites that push the limits of design and development.



THIS IS PART OF A LARGER MOVEMENT

Global lenders under pressure to stop financing fossil fuel projects

Environmental lobby groups urge banks to align their lending with the Paris Agreement



**FOSSIL BANKS
NO THANKS**

As young people, we urge financial institutions to stop financing fossil fuels

Why your banking habits matter for the climate



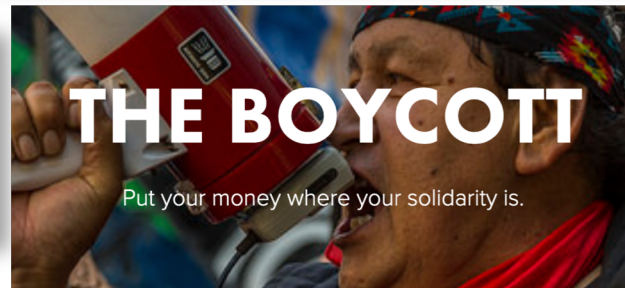
New Report Calls Out World's Largest Banks on Climate Failures

Climate activists brought Harvard-Yale football game to a stop to protest fossil fuel investments

**STOP FOSSIL FUELS.
BUILD 100%
RENEWABLES.**

NOT MY DIRTY MONEY \$
OUR MONEY. OUR VALUES.

Climate Activists Shine Light on Dirty Chase Bank Investments



BANK FOR GOOD BY THE NUMBERS

7

Message territories tested

10

Weeks of paid media

2

Target geographies

29

Participating financial institutions

21.8 MILLION

Ad impressions served

\$1.73

Cost per click

91,500

Site sessions

72,700

Unique visitors

CAMPAIGN DEVELOPMENT

STRATEGY CONVENING

Convening in Oakland in early 2020 with key stakeholders from philanthropy, academia, advocacy, and the financial industry

SOCIAL LISTENING

Monitoring of social media channels to follow conversations around ethical finance

QUAL BOARDS

Digital focus groups that engage participants in online surveys, interviews, and conversations over three days about banking habits and decision-making

BRAND ID: THE UNAPOLOGETIC REVOLUTIONARY

We approach **RACIAL JUSTICE** by using blunt language and hard truths.

We approach **CLIMATE JUSTICE** by unapologetically exposing banking's connection to fossil fuels.

We approach **ETHICAL BANKING** by framing your banking choice as part of the revolution for good banking.



WEBSITE DEVELOPMENT

On every page:

- Share this Tool
- Sign up for updates

Bank for Good Logo

Fossil - Free Financial Institutions About FAQ Learn Act Contact Us

Step 3 of 3

Step 3: Pick

Browse Good Banks

Not ready to switch yet? We'll remind you.

bank for good

ABOUT US READ + LEARN WHAT'S NEXT CONTACT US

Here are some great

All the institutions listed here are building today for a better tomorrow, starting with a fossil-free commitment.

Redo Search

Filter Banks

State

North Carolina

Location

Online-Only

Address

000 Street Name, City, State

Online Banking Services

☐ Yes ☐ No

Mobile Banking Services

☐ Yes ☐ No

Mobile Check Deposit

00 number of banks

Self-Help

☒ Online Banking

Aspirations

☒ Online Banking

Why These Institutions

MAKE YOUR MOVE.

All the institutions listed here are building today for a better tomorrow, starting with a fossil-free commitment. Filter the options by what matters to you to find a home for your money that reflects your values.

29 institutions meet your criteria:

Clean Energy Credit Union

See Details →

ACCOUNT FEATURES

- Online Services
- Mobile Services
- Mobile Check Deposit
- Open Account Online
- Small Business Lending

DESIGNATIONS

- Community impact analyzed by Mighty Deposits
- Credit Union
- Focused on Clean Energy Financing

ADDRESS

Address, City or ZIP Code

WEBSITE FEATURES

The screenshot shows the 'bank for good' website. At the top left is the logo. To its right is an orange button labeled 'Browse Good Banks'. Further right is a grey button labeled 'Not ready to switch yet? We'll remind you.' and a hamburger menu icon. The main heading in large green letters reads 'MONEY TALKS. AND WE'RE ABOUT TO GET LOUD.' Below this is a paragraph: 'We're building a movement of people aligning their money with their values. Find a bank, credit union, or other financial institution that doesn't fund fossil fuels and backs the planet and its people.' The search section contains three dropdown menus: 'I'm looking for a:' with 'Personal account' selected, 'I live in:' with 'All States' selected, and 'Having a physical location near me is:' with 'No Preference' selected. Each dropdown has a small upward arrow icon.

- » Easy to use, intuitive search function
- » Opt-in text or email reminders to return later
- » Ability to send a message to a financial institution via BfG
- » Language that uplifts good institutions and emphasizes aligning your values with your banking

FOSSIL-FREE PLEDGE

All financial institutions participating in Bank for Good have agreed to the following fossil-free pledge:

We do not finance fossil fuel extraction or infrastructure via loans, or share or bond underwriting to any fossil fuel extraction or infrastructure companies or projects.

MESSAGE TERRITORIES



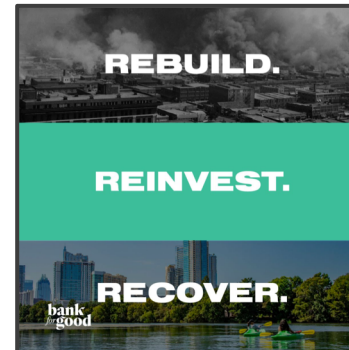
Economic Incentives



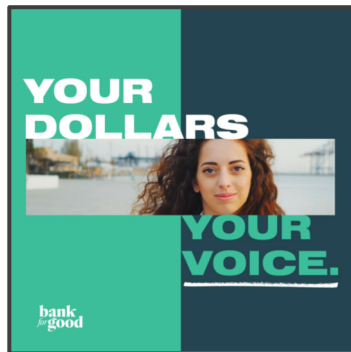
Community Power



The Future



Green Recovery



Voting

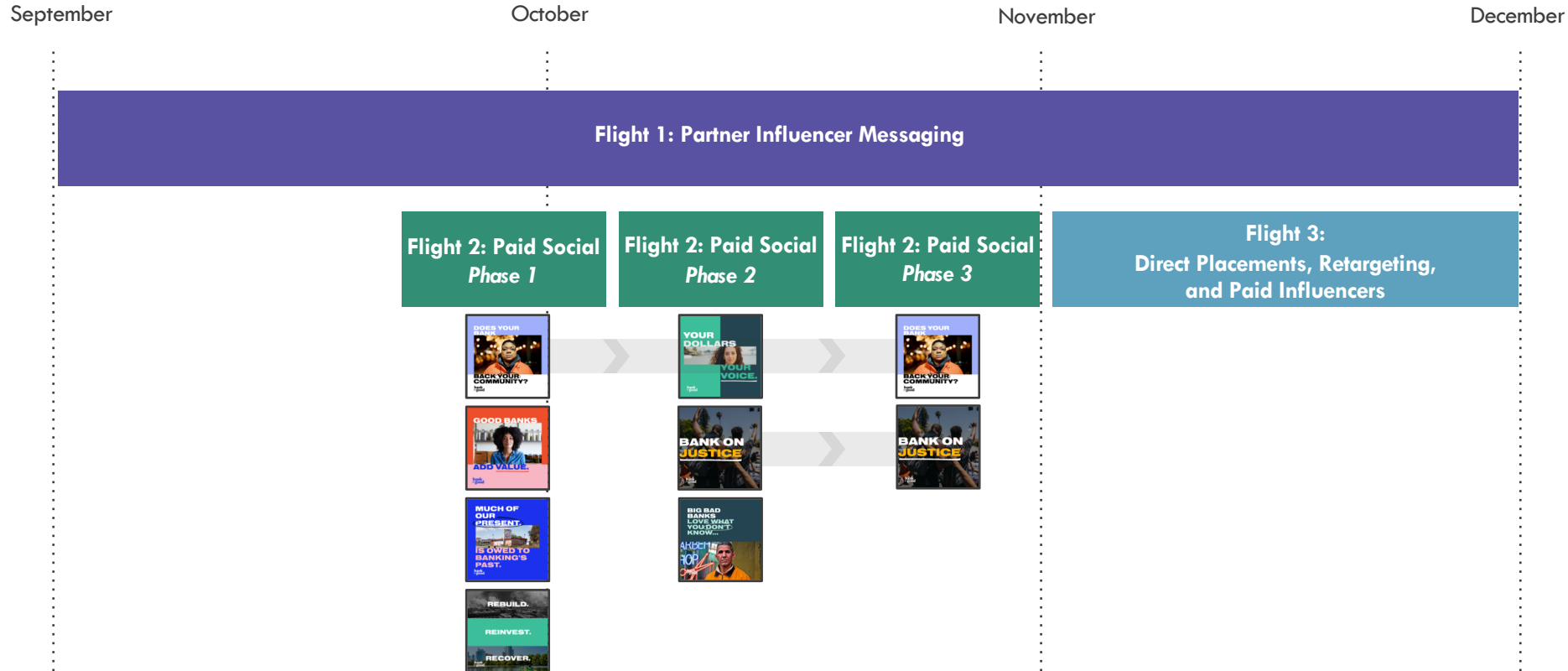


Social Justice



Hoodwink

THE CAMPAIGN TIMELINE



FLIGHT 1: PARTNER INFLUENCER MESSAGING



and
5

financial institutions

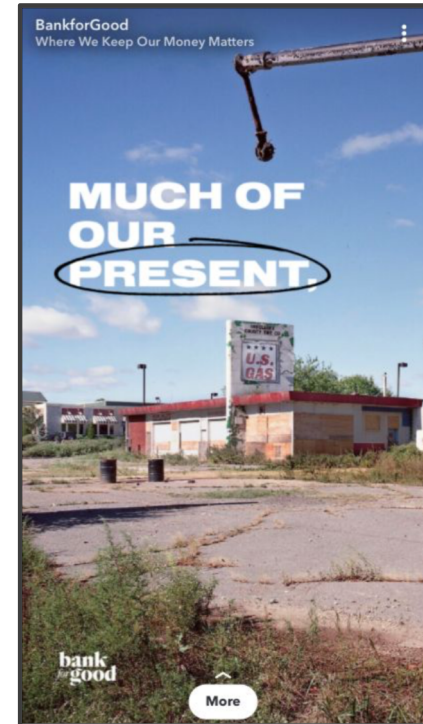
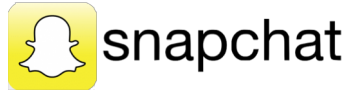


Presente.org

To prevent climate disasters, we'll need better banks. We want you to know exactly where your money is invested. Don't let the big banks keep you fooled when you make a deposit. Discover how you can [#BankForGood](#)

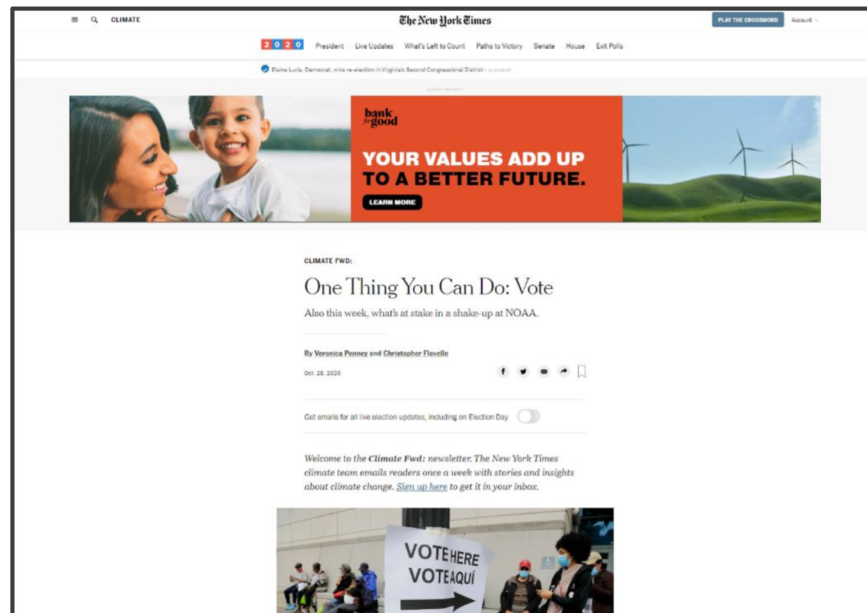


FLIGHT 2: PAID SOCIAL MEDIA



FLIGHT 3: PAID MEDIA BUY

Direct Placements, Paid Influencers, and Retargeting



LEARNINGS & INSIGHTS



**Nuts and
Bolts**



**Value Over
Time**



**Marathon
Allyship**



**The Movement
Continues**

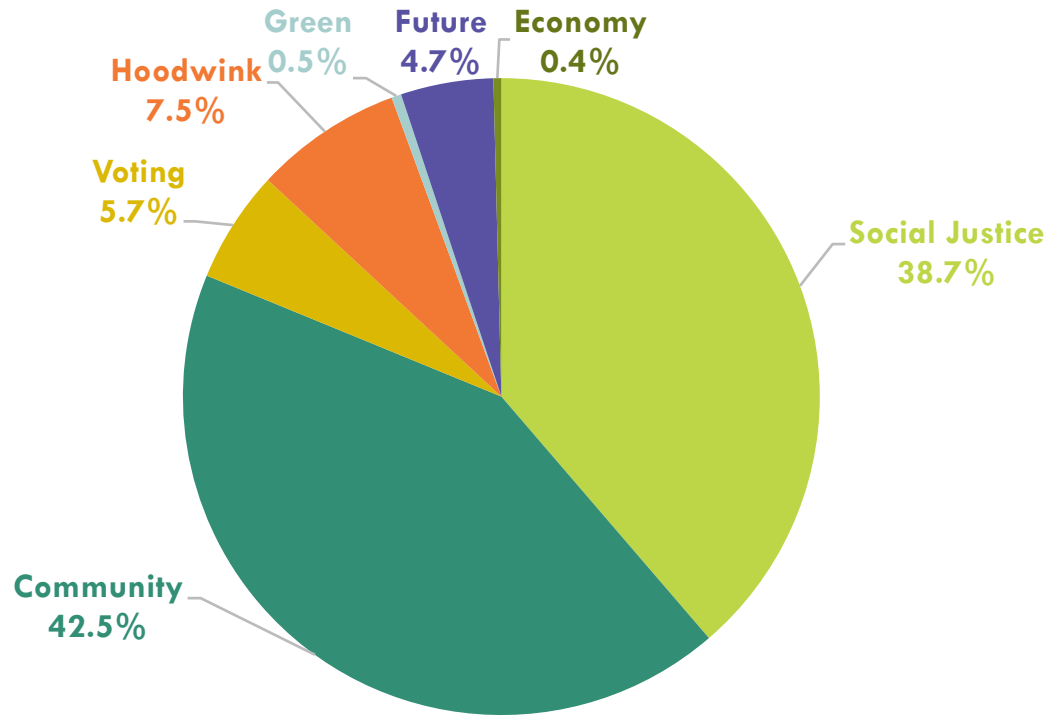
CONTEXT MATTERS.





NUTS AND BOLTS

The most engaging messages were about people and place.

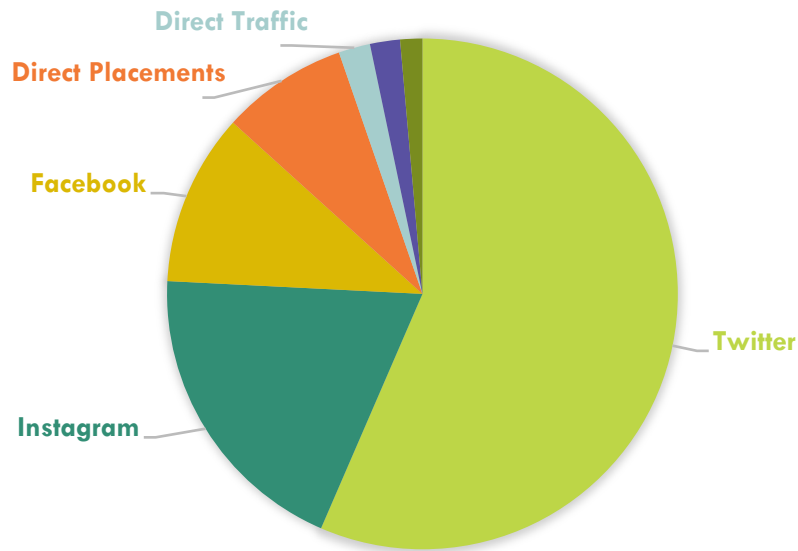


Percentage of total site sessions driven by each message territory

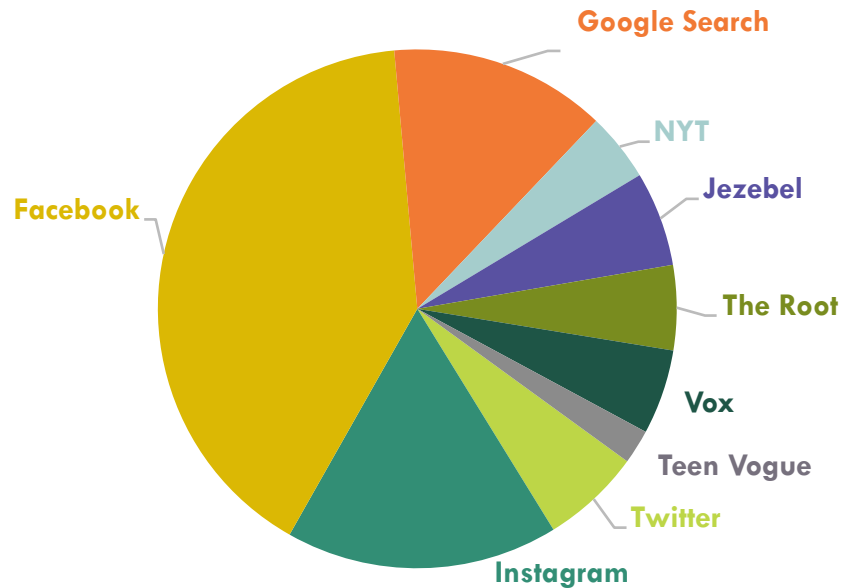


Twitter ads drove the most traffic, but Facebook users engaged the most.

Bank for Good Traffic by Channel

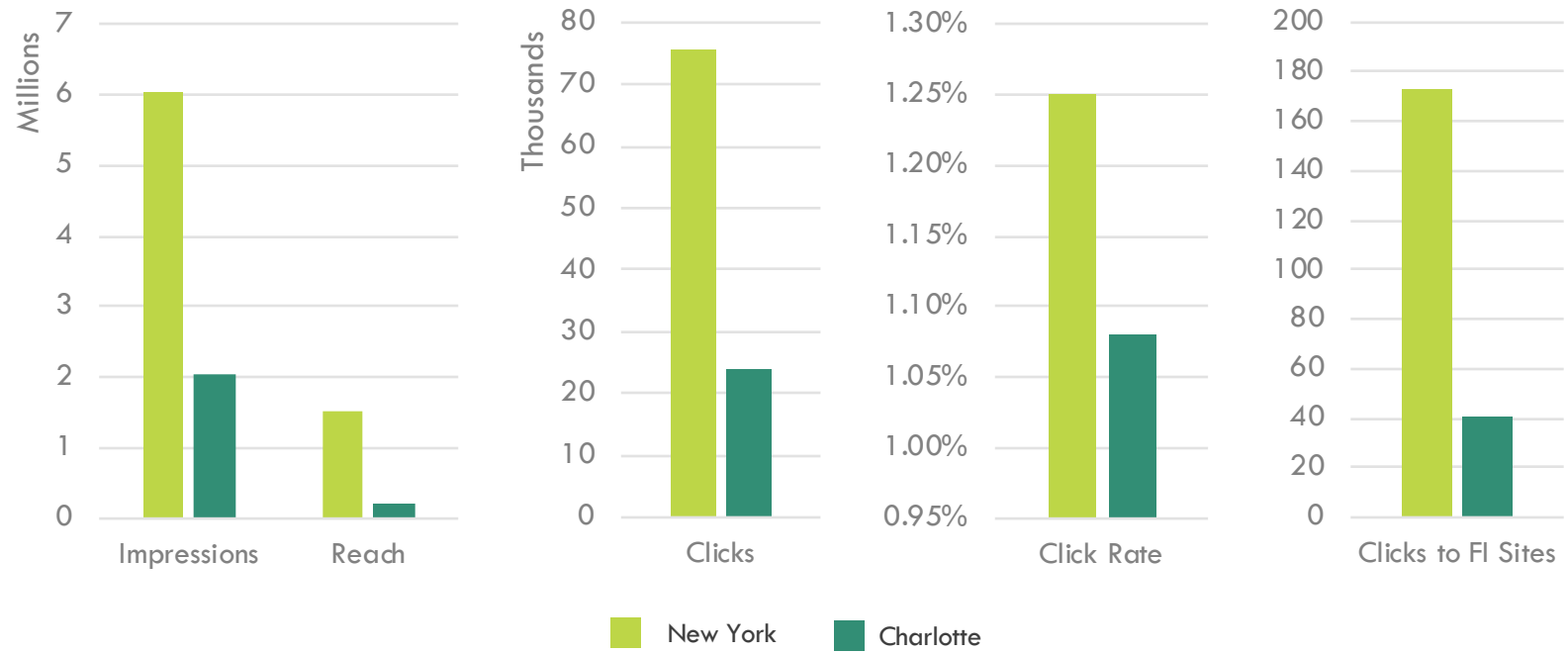


Traffic from Bank for Good to FI Sites by Channel



Performance in New York outstripped performance in Charlotte.

Engagement Metrics by Geography



Financial institutions had very different experiences during the campaign.

Clicks to Financial Institution Sites



Bounce Rates on Financial Institution Sites



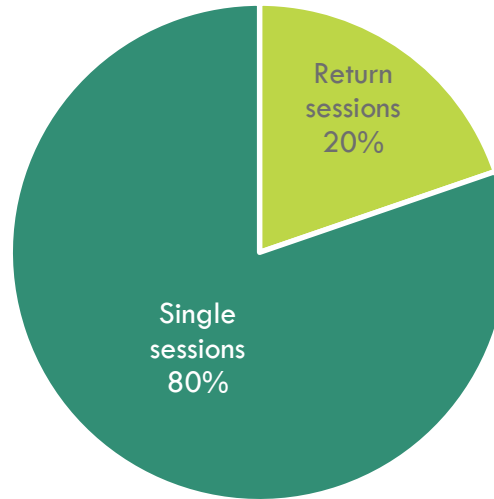


VALUE OVER TIME

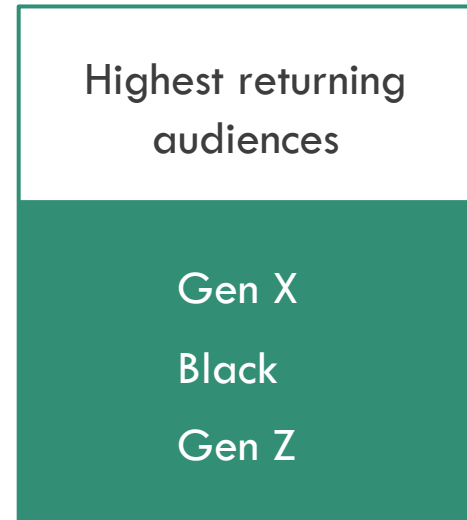
Returning user rates indicate a persistent interest.



Total: 72,777
unique visitors



Total: 91,576
sessions



Retargeted ads provided an opportunity to reach users who hadn't converted.



Winning message from Flight 2

930,844

Impressions

25,784

Clicks



Retargeted creative

2.77%

Total clickthrough rate

7.44%

Twitter clickthrough rate

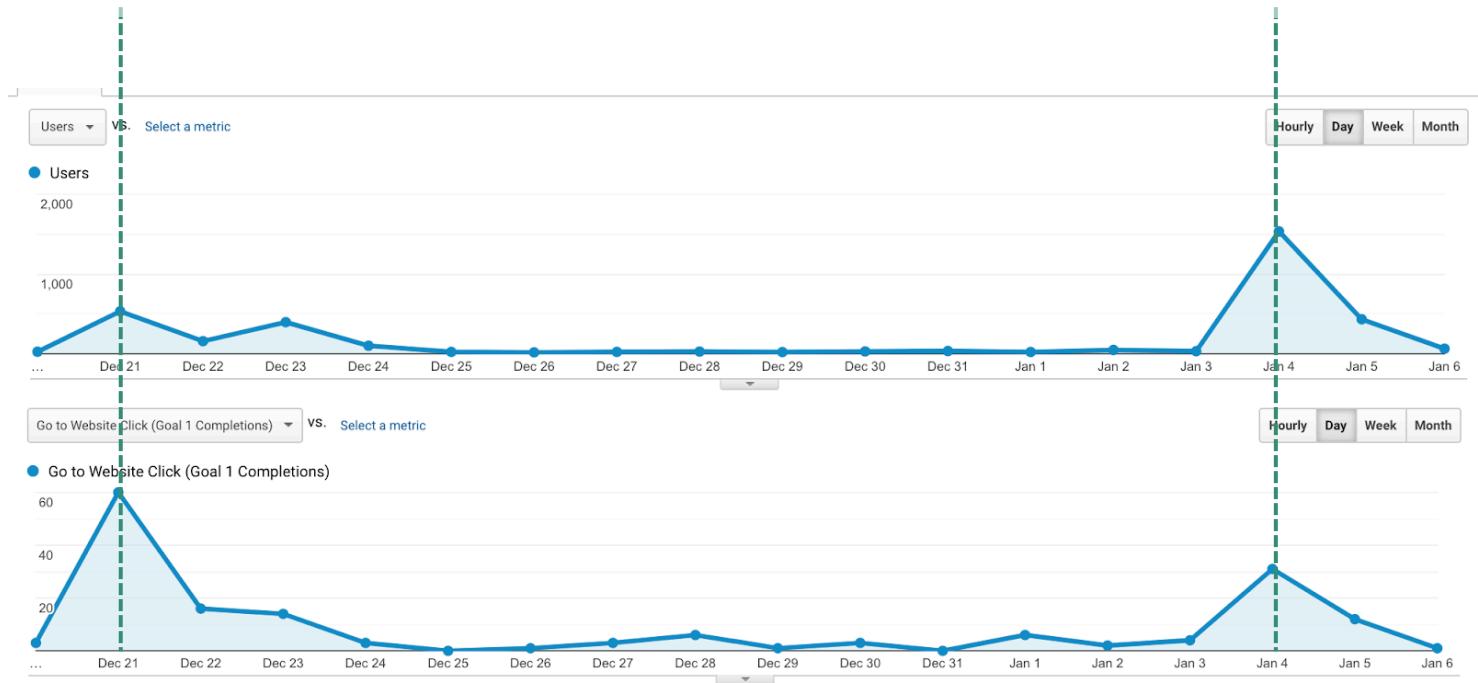
Relational organizing pushes resulted in high engagement.

Stop the Money Pipeline
10.3% conversion rate

Presente
1.7% conversion rate

Users on the
BfG website

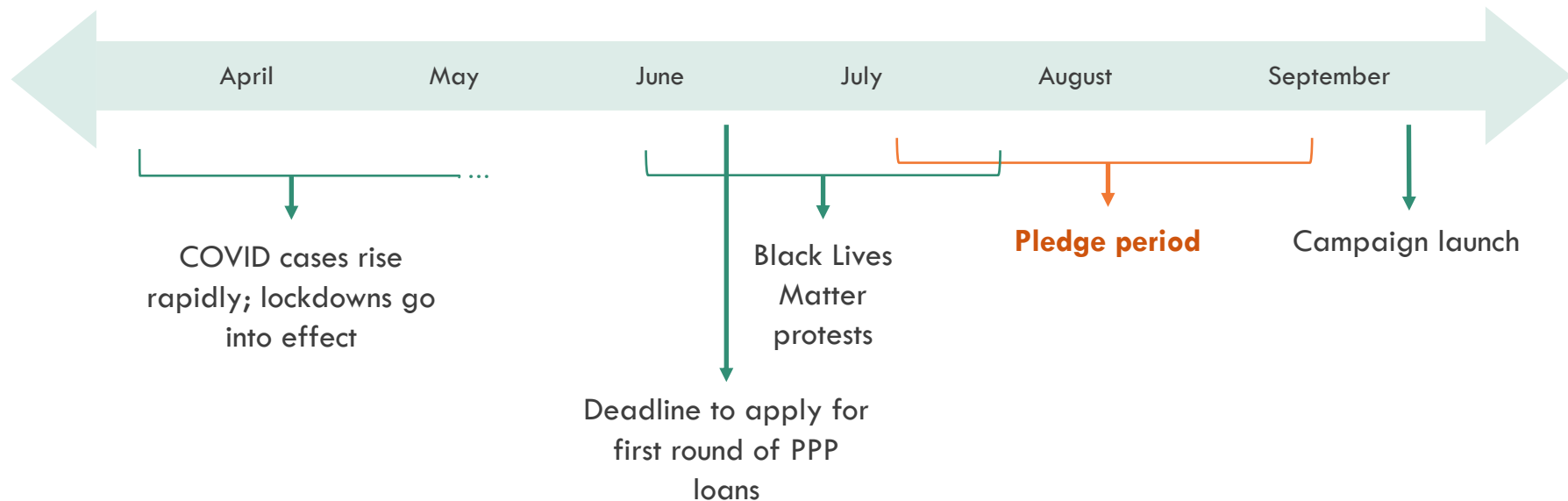
Clicks out to
FI websites





MARATHON ALLYSHIP

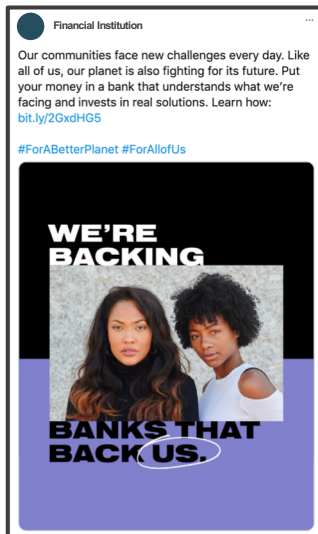
CHALLENGE: A SHORT AND TOUGH TIME TO PLEDGE



BRAND ALIGNMENT VS. BRAND ALLYSHIP

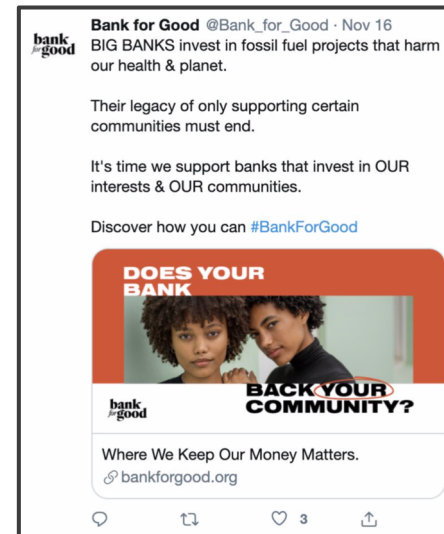
2020 Brand Strategy

Partner with financial institutions and grassroots organizations to serve as messengers.



2021+ Brand Strategy

Continue to partner with grassroots organizations; establish Bank for Good as a brand and messenger.



AN INCOMPLETE FLOW OF DATA



Data sharing as a requirement to participate in BfG.



Risk of fewer FIs but more comprehensive and consistent data.



Low barriers to entry and no data requirements.



More FIs but risk of inconsistent data shared on a voluntary basis.

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ALLYSHIP FOR THE LONG RUN

**bank
for good**

Advocacy
groups

Industry
organizations

Regulators

Financial
institutions

Advocacy
campaigns

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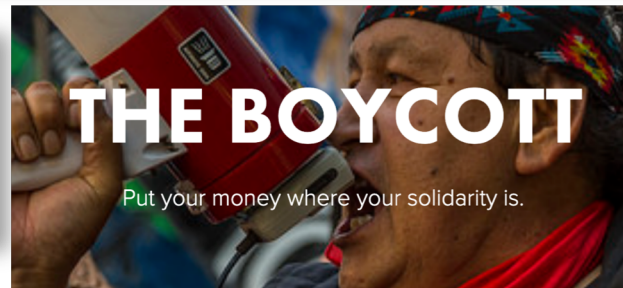
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THE MOVEMENT CONTINUES

GROW THE MOVEMENT



Expand the BfG coalition to include diverse stakeholders across sectors



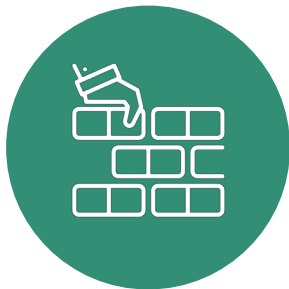
Pursue a wider range of coordinated organizing actions



Improve experiences for prospective members and customers

DEVELOP THE PLATFORM

Foundations



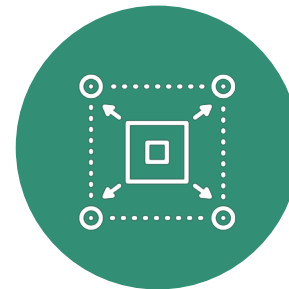
- Improve data infrastructure
- Add rigor to the pledge process

Usability



- Grow the FI network
- Add and improve web features

Dissemination



- Develop API embed tool
- Create BfG badge

SPREAD THE IDEA



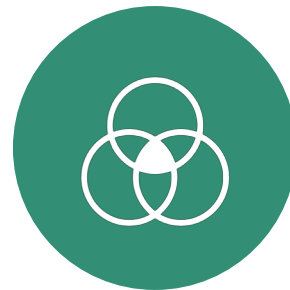
Strategically target
people in specific
times & contexts



Support policy
change



Demonstrate
demand for
sustainable
accounts



Emphasize the
relationship between
movements for justice

CHANGE THE NARRATIVE

WE WANT TO HEAR FROM YOU!



ACKNOWLEDGMENTS

We would like to extend a huge thank you to Better Banking Options, Climate Safe Lending Network, the Community Development Bankers Association, Earth Day Switch, Green America, Inclusiv, Sierra Club, Stop the Money Pipeline, the Partnership for Carbon Accounting Financials, and Rainforest Action Network.

QUESTIONS?



PURPOSE

Brand identity &
asset development;
paid media



Grassroots
campaigning &
digital organizing



Fernandez
Advisors

Overall
campaign
management



Website
development &
behavioral design