



## Funding Your PBIS Rewards Program with a Bank Partnership

### Purpose

To help schools partner with local banks to bring PBIS Rewards into their school.

### Background

PBIS Rewards is a great tool for helping motivate students to meet behavior expectations, but it can also help students develop self-control when it comes to spending their earnings through a simple goal-setting feature as well as interest-earnings in PBIS Rewards. As we have studied data from our participating schools, we have noticed that the students who spend their points the fastest also generally have a higher rate of office referrals. It certainly merits further study, but we immediately recognized that this seems consistent with the well-known “marshmallow test” study on self-control. This was the motivation for adding the simple goal-setting feature and the interest-earning that are present in PBIS Rewards. The goal-setting feature encourages students to set a savings goal to help them obtain something of greater value in either the school’s PBIS store or to be able to attend an event that requires use of points. The interest-earnings feature rewards students with additional points (interest) as they build their points balance (essentially savings). All of this helps teach students self-control and delayed gratification.

In addition to our work with K-12 schools, we also have a team that works closely with the banking industry in the area of bank management training. Well-managed banks and savings associations work closely with all areas of their communities. In fact, banks are required to serve all segments of their community including low- and moderate-income neighborhoods within their communities. This was codified by the United States Congress in 1977 as the Community Reinvestment Act (CRA). There have been some changes to the Community Reinvestment Act over the years, but the importance of it has remained strong. Most banks now work diligently to ensure that they are serving all segments of their communities with equality. Most banks also invest educational and support resources into low- and moderate-income neighborhoods as part of meeting their CRA requirements. Federal bank examiners look at all aspects of a bank’s records in providing services to low- and moderate-income neighborhoods and assign a CRA rating that ranges from “outstanding” to “substantial non-compliance”.

One common method a bank uses to improve and raise its CRA rating is involvement in organizations that provide services and financial education to low- and moderate-income neighborhoods and schools. Banks recognize that a better educated person with a strong sense of self-control is a better banking customer. PBIS Rewards is a great tool that can not only foster an improved learning climate within the school, but can motivate students to practice self-control when it comes to managing their earnings through PBIS Rewards.

In addition to the goal-setting feature and the interest-earning feature, the smartphone apps have a sponsorship splash screen that your school can utilize. This is completely optional, but could be seen as beneficial to a banking institution who partners with your school to help with PBIS Rewards funding.

### Action Plan

1. Evaluate the banks in your community and determine which of them seem to be the most committed to community involvement. Also evaluate any natural relationships that may already exist. You may have a teacher whose spouse works at a local bank or you may have a student whose parent works at a local bank. These could be great first connection points for approaching a bank. Studies show that most people utilize banks that are within a 5-mile radius so proximity to your school is a major plus to attracting a bank as your partner.
2. Through your connection points try to learn who at the bank may be the point person for community involvement, especially as it relates to CRA performance.
3. Make sure you understand your overall budget for PBIS Rewards. If your school is using ID Badges, don't forget about the cost of providing these badges to students including lanyards.
4. Deliver your message which is a request for funding support of your PBIS Rewards program as well as involvement. Most banks take great pride in their volunteer efforts in addition to their charitable donations. Explain how PBIS Rewards is an important part of your PBIS initiatives and can help change the climate within your school. Talk about how the program works, how it motivates students to meet and exceed behavior expectations and how the goal-setting and interest-earning features teach self-control that can make them not only better citizens but better managers of money as they get older.
5. In order to ensure sustainability of your PBIS program, you need to be committed to providing a year-end report to the bank so that the bank can see (and report) that their involvement is having a positive impact. We at PBIS Rewards will give you direction on writing a report essentially giving you step-by-step instructions so that you can put together a report with minimal time and effort.

### Resources

To learn more about the Community Reinvestment Act, the following websites provide some good information:

- [www.ncrc.org](http://www.ncrc.org)
- [www.ffiec.gov/cra/](http://www.ffiec.gov/cra/)

To learn more about the "marshmallow test":

- [www.apa.org/helpcenter/willpower-gratification.pdf](http://www.apa.org/helpcenter/willpower-gratification.pdf)