**My Military Bank Story Contest**

*We want to hear your good news stories*

This kit includes:

***Use this kit to share this contest with your audience to encourage them to share their military banking stories!***

1. Guidelines and information about the contest, entry requirements, and official rules
2. Blog/article of a sample military banking story
3. Social media tools, Facebook and Twitter posts

**Contest guidelines and information:**

The Association of Military Banks of America (AMBA) in partnership with the AMBA member banks brings you the **2015 My Military Bank Story Contest**. As a partner with AMBA, *insert* *your organization* wants to share this contest with you and encourage you to share your story. See entry requirements and official rules below.

Are you a customer of a **military bank**? *See AMBA member banks list* [*online*](http://www.ambahq.org/index.php/about-us-main-menu/banks)*.*

Do you have a story to share that would complete one of the sentences below?

My Military Bank Helped Me…

My Military Bank Employed Me…

Tell AMBA…

How has your **military bank** supported you through a unique military situation, such as a PCS, TDY, Deployment, training, family separation?

How has your **military bank** employed you? As a military spouse have you been hired, promoted, or retained through a PCS move?

*Share your story with AMBA. We want to hear from you. Email* *info@ambahq.org*

To qualify for the contest stories can be written (750 words or less) or can be submitted as a YouTube video link (2 minutes or less.) Each story must contain an element of military life, a positive outcome, and all those mentioned in the contest submission must sign a release statement for the Association of Military Banks of America (AMBA).

Each story will be reviewed and qualifying stories may be posted in the AMBA blog and shared on Facebook and Twitter. (not all stories will be posted and/or shared)

Each person who submits a \*qualified story will be eligible to win one (1) of four (4) randomly chosen prizes. Winners will be notified within one week of the end of the contest and will need to provide a personal address for prize to be mailed to them. Prizes will be four (4) $100 AFFN/AMBA Thank You ® Gift Cards.

**\*Entry requirements**

Submit stories to info@ambahq.org. Stories can be written (750 words or less) or can be submitted as a YouTube video link (2 minutes or less.) Each story must contain an element of military life and have a positive outcome. Anyone named in the story submission must sign a release statement provided by the Association of Military Banks of America (AMBA). Stories can be written anonymously but entry submission **must** include a **full name, email address and phone number.**

Each story will be reviewed and qualifying stories may be posted in the AMBA blog and shared on Facebook and Twitter (*not all stories will be posted and/or shared*.)

Each person who submits a qualified story will be eligible to win one of four (1 of 4) randomly chosen prizes. Winners will be notified within one week of the end of the contest (by Friday, June 19, 2015) and will need to provide a mailing address. Prizes will be four (4) $100 AFFN/AMBA Thank You® Gift Cards.

**Official rules**

This sweepstakes contest is sponsored by the Association of Military Banks of America (AMBA), P.O. Box 3335 Warrenton, VA 20188. AMBA is a 501c(6) not-for-profit trade organization. The contest is open to all military community members (active duty, reserves, guard, veterans, retired and civilian employees) and their families who are U.S. citizen’s ages 18 and older. Winners do not need to reside in the U.S. but if living outside the U.S. will need to provide a military post office box address. Contest will begin at 12:00am (EST) Monday June 1, 2015 and will end at 11:59pm(EST) Friday June 12, 2015. Four (4) $100 AFFN/AMBA Thank You® Gift Card prizes will be awarded and will be randomly chosen from names of those who submit qualifying stories to AMBA. A online randomizer will be used to determine the winners. Winners will be notified within one week (7 days) and will need to provide a current address or military APO for award to be mailed. The winner list will be announced and posted after all winners have been notified.

**Blog/Article:**

**It Could Happen to You: The Story of my PCS**

This June the Association of Military Banks of America (AMBA) is asking the military community to share stories about how your military bank has helped you. See official contest information here.

At the Association of Military Banks of America (AMBA) we are always pleased to hear stories about how military banks are helping their customers out of sticky situations or offering assistance when there is nowhere else to turn. Additionally, military banks often employ military spouses – we would love to hear those stories as well. This is an opportunity for the entire military community to hear those stories. Every day military banks are providing services and supporting their military communities and we want to use this occasion to express our thanks to them!

Here is a great example of how Fort Hood National Bank helped this Soldier who was PCSing across multiple states and needed some immediate assistance.

It was a hot summer day in 2005 at a gas station in Jackson, Mississippi. There we were the middle of our PCS; my wife, two teenage daughters, two dogs, and myself. We had two vehicles each pulling a trailer and a camper, respectively. It was the familiar switching drivers’ situation. My wife, daughters and dogs would be taking the truck and the camper onto to Alabama as I would head two hours in the opposite direction with the other vehicle and the trailer to my parents’ house to store my motorcycles. To clearly paint this picture, remember that cell phones and cell phone plans were not the same as they are now. My wife and I both had disconnected our phones at our last post in Fort Bliss, TX and were heading to Alabama, where she would pick up a new plan about four days later. I would be helping set up my wife and daughters in Alabama near family prior to leaving the country to begin my remote tour in South Korea.

As with other times during that trip, we would fill-up both vehicles one after the other and I would pay for both after the last one had finished pumping. On this particular occasion, as my wife was heading out without my following her, we said our goodbyes in between filling up the vehicles and she and the girls headed on their way. Then there I was. With a gas bill over $100 and ready to pay, except my wallet was under the seat in the truck that my wife just drove away in. And I had no phone, no ID, not anything. The car didn’t even have any change in it since my wife always kept the change in her purse!

Options? I didn’t have many. I headed into the gas station shop and explained my situation to the clerk, who, while popping gum, gave me the “yeah, right” look. However, she let me use the phone. My brother who was over three hours away could come down and rescue me, but he was tied up and it would be a three-hour drive. I found the number to my bank, Fort Hood National Bank, and called them. After a series of questions to identify myself, the customer service agent gave me an option of picking up wired cash at the nearest Western Union, which she graciously found only a few blocks away at the Piggly Wiggly. At the pick-up point, since I was lacking any identification, I would be required to give a few staged responses to their questioning to access the money. After minimal explanation with FHNB and a short walk down the street, I was able to pay for my gas, and head on my way.

Later I thought about how explaining this situation to a regular civilian bank might have been vastly different from the response I received from my military bank.

This situation was produced by an all so familiar PCS that active-duty Military Families face (on average) every 2-3 years. The fact is that this could happen to anyone, and still could today. Who do you want on your side when you need financial help? You better believe I am still a customer of Fort Hood National Bank!

*Written by a Command Sergeant Major, US Army*

**Social Media Posts**

**Use during Contest – Monday, June 1 through Friday, June 12, 2015**

Follow **@MilitaryBanks** on Facebook and Twitter

Use hashtags:

**#mymilitarybankstory2015**

**#militarybank**

Cut and paste the following posts on Facebook and/or Twitter:

Have a story like this? <http://bit.ly/1B8oMhM> Share it with @MilitaryBanks and you could win $100!#mymilitarybankstory2015

PCSing #Army SGT was in quite the pickle – see how this #militarybank stepped up to help! #mymilitarybankstory2015 <http://bit.ly/1B8oMhM>

Been stuck in a jam & your #militarybank helped? Share your story & you could win $100! #mymilitarybankstory2015 <http://ow.ly/MOTNG>

#Military spouse? Do you work for your on-base bank? Share your story & you could win $100! #mymilitarybankstory2015 <http://ow.ly/MOTNG>

#Military bank helped you? Want to share your story? You could win $100! via @MilitaryBanks #mymilitarybankstory2015 <http://ow.ly/MOTNG>

Want to win $100? Do you have a story to share about how your military bank helped you? #mymilitarybankstory2015 <http://ow.ly/MOTNG>

@MilitaryBanks is holding a #MyMilitaryBankStory2015 contest! Share your story and you could win $100! <http://ow.ly/MOTNG>

Are you employed by a #militarybank? Want to share your story? It could be worth $100. #mymilitarybankstory2015 <http://ow.ly/MOTNG>

Do you work for a #militarybank? Tell your story – you could win $100! #mymilitarybankstory2015 <http://ow.ly/MOTNG>