



December 21, 2018

Dear Banker,

As bankers, we are deeply aware of the need to increase the economic and financial literacy in our communities and across the state. With that in mind, we are kicking off the ABA's annual Chairman's Campaign to benefit Economics Arkansas.

During the last school year, Economics Arkansas trained over 2,400 teachers and impacted over 138,000 students! We encourage you to help Economics Arkansas reach more teachers and students by making a gift to support economic and financial literacy in your community and across Arkansas. To learn more about their creative programs and innovative professional development workshops, please visit [www.economicsarkansas.org](http://www.economicsarkansas.org).

Bankers were integral in the establishment of Economics Arkansas in 1962, and your investment in Arkansas teachers and students are noteworthy. Your legacy of leadership and support are much appreciated, and we ask that you continue this generous tradition with a financial gift. Your contribution is tax-deductible, and may be mailed in the enclosed return envelope. If you would like more information or have questions about Economics Arkansas, please feel free to contact Kathleen Lawson, Executive Director at (501) 682-4349. Thank you for your support, and we wish you a happy and health holiday season!

Sincerely,

Cathy Owen  
Chairman  
Eagle Bank & Trust, Little Rock  
2018-19 Arkansas Bankers Association Chairman

Sincerely,

Lorrie Trogden  
President & CEO  
Arkansas Bankers Association

P.S. If your bank supports Economics Arkansas in other fundraising endeavors, please continue to support the organization through the giving program of your choice.

**“Economic illiteracy is the greatest threat to the private enterprise system in America.”**

*Dr. Arch Ford, Founder, Arkansas Council on Economic Education, dba Economics Arkansas*

## **Economic and personal finance education teaches students**

- To make informed choices
- To invest in their human capital
- Financially responsible behavior (saving, budgeting, investing)
- They are competing in a global economy.



P.O. Box 3447  
Little Rock, AR 72203  
501-682-4230  
[www.economicsarkansas.org](http://www.economicsarkansas.org)



**Economic education is helping  
her dream BIG!**

**Thank you for investing in the future of our state.**

**YES, I want to help Arkansas students achieve a vision for success and thrive in our free-market economy!**

- The bank will support Economics Arkansas with a tax-deductible gift of
  - \$100       \$500       \$1,000       other \_\_\_\_\_
  - monthly       one-time
- check enclosed (payable to Economics Arkansas)
- Credit Card (donate online at [www.economicsarkansas.org](http://www.economicsarkansas.org) or complete below)

\_\_\_\_\_      \_\_\_\_\_      \_\_\_\_\_  
Card Number      Expiration Date      Security Code

- The bank would like information on volunteer opportunities.
- Comments:



Name (please print): \_\_\_\_\_

Address: \_\_\_\_\_

City/ZIP/State: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

