

Start a Bank On account at your financial institution

Join the Bank On movement!

Bank On is a national movement focused on reducing barriers to banking access by ensuring that everyone has access to a safe and affordable bank or credit union account. Join the hundreds of financial institutions across the country that offer a transaction account that meets the Bank On National Account Standards. These standards, developed by the Cities for Financial Empowerment Fund, are used in the independent certification process. Get your account certified today to connect consumers to safe financial products that meet their needs.

Learn more about the Bank On National Account Standards and how to certify your product by visiting <https://joinbankon.org/certify>.

What are the benefits of offering a Bank On certified account?

Community opportunities – Use the national Bank On certification seal of approval for marketing purposes and receive national and local recognition highlighting your product.

Sustainable consumer base – Reach new customers who are unbanked and underbanked. Millions of Bank On accounts are opened every year, and 84 percent of Bank On account openings are customers new to the financial institution.

Empower consumers – A Bank On certified account provides consumers with a financial tool designed to meet their needs, help them be successful, and make progress toward their financial goals.

Financial viability – The American Bankers Association notes that fraud reports are not disproportionate when compared to other accounts and Bank On accounts are profitable.

Positive Community Reinvestment Act (CRA) consideration – A Bank On certified account can elevate your institution's CRA rating.

What is the Bank On Oregon Coalition?

The Bank On Oregon Coalition is a collaborative effort among banks and credit unions, consumer advocates, financial education providers, state and local government, and community institutions. Coalition members share information and experiences with account development, certification, marketing, partnerships, and program successes. If you are interested in learning more about the coalition or to find a list of certified accounts available in Oregon, visit bankonoregon.org.

Join Bank On Oregon in expanding access to safe and affordable accounts and reducing the ranks of the unbanked.



bankonoregon.org



440-6029 (4/25/COM)