

Building Communities with Lending

This **H.O.P.E.** questionnaire is intended to help support lending teams with content creation.

Helping Others

- How can we show that we are helping before offering solutions?
- How can we demonstrate empathy?

Create a list of stories highlighting the resilience in your community to show how others are also helping.

Operating Efficiently

- What is the most efficient way you want customers to communicate with you (e.g., text, email, branded social media page)?
- Is there a product or communication style we should avoid at this time?

Create content that guides toward preferred channels and indicates which channels will be slower.

Personalizing Communications

- What could you share to show what you are overcoming during this transition and how you have been personally encouraged at this time?

Share, retweet and comment on content from local businesses and residents. Create a list of stories highlighting the resilience in your community to show how others are also helping.

Educating Freely

- What are the questions you are answering today?

Assemble a FAQ for lenders; determine if any part of this should be public on the web.

We can partner with your team to create:

- Branded lender profiles that are managed through Social Assurance
- Content specific to marketing, sales and community-based lending needs.
- A webinar for small businesses (e.g., assistance setting up and hosting).

Email us at jordyn@socialassurance.com for more.