

# ROYAL BANK RECEIVES NATIONAL RECOGNITION

## ICBA COMMUNITY BANK SERVICE AWARDS



The Independent Community Bankers of America (ICBA) announced Royal Bank as receiving Honorable Mention for the 2018 National Community Bank Service awards, among six other community banks nationwide. The National Community Bank Service award celebrates the outstanding and innovative volunteer efforts of the nation's community banks and recognizes Royal Bank's social media campaign as one of the most creative community service programs in the nation!

This nomination came about from the Bank's launch of the #MilkBreakChallenge social media campaign. This campaign was inspired by employees who saw the need for relief of the dairy industry in their local communities.

"If you visit with a dairy farmer in Wisconsin, you'll quickly come to realize that 2018 has been a rough year," said Glenda Faull, Executive Vice President and Chief Banking Officer of Royal Bank. "As a community bank operating in the rural communities of Southwest Wisconsin, we understand that the success of this important industry is vital to the success of our local economies."

Employees pitched the idea to launch an office-to-office challenge to help promote the dairy industry using social media. The Bank branded this campaign as the #MilkBreakChallenge and each of their 19 locations

participated by challenging each other to host a dairy or Ag themed day. The campaign was launched in the month of April to celebrate Community Banking Month.

“We’re continually inspired by the deep commitment that our employees have in supporting our customers and local communities,” said Dan Ravenscroft, President and CEO of Royal Bank. “The success of this campaign is the direct result of employees recognizing the struggle that our local producers are experiencing and taking action to highlight one of Wisconsin’s largest industries. This was a great way to pay tribute to our local family farms.”

Offices were encouraged to incorporate local businesses and/or producers and to get as creative as possible. Employees quickly got to work and came up with some very catchy and impactful ideas that spread across the Bank’s footprint.

Themes included volunteering at a few local dairy farms on an unusually wintry April evening; a “cow”-pie-in-the-face contest that raised over \$500 for local FFA students; and a pie-eating contest between local FFA members and local producers. Offices also shared dairy-themed ideas for snacks, treats and meals to help encourage purchasing more dairy products.

The social media campaign generated nearly 40,000 impressions and over 2,000 likes, comments and shares on the bank’s Facebook page.

To keep the campaign circulating, Royal Bank challenged employees at Southwest Wisconsin Technical College (SWTC) in Fennimore, WI to the #MilkBreakChallenge. Employees and students at SWTC quickly jumped on board and kept the campaign going by challenging Reddy Ag Service, Inc. in Stitzer, WI and Ross Soil Service, LLC in Mineral Point, WI. The challenge continued to spread through Southwest Wisconsin and positively impacted the agriculture communities.

Learn more about the #MilkBreakChallenge by searching for the hashtag on the Royal Bank Facebook page at [www.facebook.com/myroyalbank](http://www.facebook.com/myroyalbank).

Additional information about Royal Bank can be found by visiting [www.royalbank-usa.com](http://www.royalbank-usa.com).

*Royal Bank is a full-service community bank with a network of offices in Central and Southwest Wisconsin. Office locations include Adams, Avoca, Camp Douglas, Cassville, Cazenovia, Cobb, Dickeyville, Elroy, Endeavor, Gays Mills, Hillsboro, Lancaster, La Valle, Lone Rock, Mauston, New Lisbon, Oxford, Spring Green and Viroqua. To learn more, visit [www.royalbank-usa.com](http://www.royalbank-usa.com).*