

FATCA Public Awareness Implementation Plan

This template serves to assist you in implementing your FATCA Public Awareness Strategy. The Step by Step guide covers all the elements necessary for pulling together your strategy such as: setting objectives, developing messages and branding, prioritizing audiences, choosing channels, planning activities, estimating time, estimating budget, and evaluating success.

1. Communications objectives, principles and key messages

A clear detailed statement of the objectives in communicating, the principles underpinning this strategy and your key messages.

The objectives of the FATCA Education and Awareness Communication Plan are:

- 1) Increase awareness of FATCA, its requirements and implications and its operational impact on the bank's customers;
- 2) Gain public support for all organisational efforts to prepare and comply with FATCA.
- 3) Gain customer support for all customer efforts required to comply with FATCA.

2. Key Audiences

Who are you communicating with – a detailed description of your key audience and user groups. What are your priorities? Do break down the users into sub categories and add contacts already made.

- Staff - Will be required to understand FATCA, its implications on bank procedures and its implications on the customer (existing and potential)
- General Public – Will need to be aware of FATCA and the fact that it will dictate enhanced identification and due diligence procedures at financial institutions
- Bank Customers - Existing and potential customers will be subject to enhanced due diligence procedures. Their understanding will encourage greater compliance.
- US Citizens OR any Citizen that may qualify for FATCA reporting based on the seven indicators of US Status. – Will be subject to enhanced identification, due diligence and reporting procedures and will be required to provide additional information.

3. Target audience ranked by importance	Preferred/appropriate channel of communication
<p>How are you going to communicate, what is the most appropriate channel – a newsletter, a large conference, networking lunch, workshop, e-mail alerts, press release, website, promotional literature?</p> <p>You may have several channels that are appropriate – See Examples Below</p>	
Internal Staff	Departmental Meetings Training Informational emails FATCA Brochure/Flyer – Internal FATCA Posters FATCA Bank Requirements and Penalties Brochure Articles on Intranet Monthly Newsletter Articles Procedural Policy Changes
US Citizens OR any Citizen that may qualify for FATCA reporting based on the seven indicators of US Status.	General FATCA Brochure/Flyer – External FATCA Posters Indicators of US Status, Individual FATCA Requirements and Penalties Brochure Website - FATCA Page Social Media Adverts/Pages – Facebook, Twitter
Existing and Potential Bank Customers	General FATCA Brochure/Flyer – External FATCA Posters Indicators of US Status, Individual FATCA Requirements and Penalties Brochure Website - FATCA Page Social Media Adverts/Pages – Facebook, Twitter FATCA Customer Forum
General Public	General FATCA Brochure/Flyer – External FATCA Posters Indicators of US Status, Individual FATCA Requirements and Penalties Brochure Website - FATCA Page Social Media Adverts/Pages – Facebook, Twitter Newspaper Articles Television Infomercials and Talk Show Appearances Radio Talk Show Appearances Newspaper Information Pull-Outs

4. Achieving your objectives – working project plan See Examples Filled In Below
 Full details of all the relevant communications activities developed into a working project plan with deadlines and responsibilities. Remember to include key milestones and review dates, think carefully about cost, and include appropriate staff. Also, how will you evaluate success? Below are some suggested groupings, the table is led by activity but you may want to have one for each cycle of activity. You can use the **PR Work Plan** in **Appendix 2** to assist in the detailed planning of each activity.
 Communications plans are living documents and will need regular reviewing and updating!

Activity	Budget /resources	Deadline/timeframe	Success criteria
EXAMPLES	EXAMPLES	EXAMPLES	EXAMPLES
General PR	EXAMPLE	EXAMPLE	EXAMPLE
FATCA Posters – Size, Number, for X Locations		In-House by January 31 st , 2014 Distributed by February 7 th , 2014	All FATCA posters are in place and visible, at all locations by March 2014
	Subtotal		
Internal communication	EXAMPLE	EXAMPLE	EXAMPLE
Management Meeting		By January 10 th , 2014	All Heads are able to inform and prepare their staff. All Heads can determine implications for their area
Departmental Meetings		By January 24 th , 2014	All staff are up to date on FATCA
Staff Training		By February 14 th , 2014	All staff are able to deal with customer questions on FATCA
	Subtotal		
Media Relations	EXAMPLE	EXAMPLE	EXAMPLE
Newspaper – General FATCA Ads – Number of ads in Number of Publications and Type of Publication (daily, weekly, weekend, business etc.)	Use existing ad space	During month of January 2014 During month of June 2014	
Radio Talk Show Appearances – Senior Management, Compliance Head		January, February, June 2014	Customers’ questions received on air. Customers refer to radio shows.

	Subtotal		
Publicity materials	EXAMPLE	EXAMPLE	EXAMPLE
FATCA Flyer/Brochure for general use – Size, Number, Areas of Distribution		Available for distribution By January 3 rd , 2014	Customers can refer to a Flyer/Brochure which explains the details covered in Appendix 1
	Subtotal		
Events	EXAMPLE	EXAMPLE	EXAMPLE
FATCA Customer Forum – Cater for customers in banking hall or an hotel		During months of January and April 2014	Names of customers at forum for follow-up re status and requirements
	Subtotal		
Website communication	EXAMPLE	EXAMPLE	EXAMPLE
FATCA Web Page on corporate website.		Available from January 15 th , 2014	Web Page available and accessed by general public (hits increasing)
Social Media – Facebook (page set-up, posts, query mgt), Twitter (page set-up, mgt, number of tweets per day)		Available from January 15 th , 2014	Customer communication is received and managed
	Subtotal		
	Total		

5. Evaluating Success

How will you know if you have succeeded and met your objectives? How are you going to evaluate your success, and what performance indicators and evaluating measures will you use?

Please see the **Stakeholder Mapping Chart** in **Appendix 3** which can be used to assist in your monitoring for success. This should be based on your stakeholder list such as the suggested list below:

SUGGESTED STAKEHOLDERS
Staff
Customers
Central Banks
Government
Regulatory Bodies
US Citizens, Green Card Holders
General Public
Media

Place your identified stakeholders in the appropriate quadrant as a reminder for the type of monitoring that will be required.



Appendix 1

Suggested Content for FATCA PR

- What is FATCA?
- When does it come into effect?
- What are the key timelines?
- Who will it affect?
- Are the government and regulators involved with FATCA?
- What is a Foreign Financial Institution (FFI)?
- What are the actions that the Institution must take to comply with FATCA regulations?
- Which customers will be affected by FATCA?
- As a US green card holder are you affected by FATCA?
- What is the customer required to do?
- What does the bank require from the customer?
- What will happen if the customer does not provide the information needed by the institution?
- What sources of income are affected by FATCA?
- How will you be affected if you hold a joint account with a US citizen?
- Will companies be affected by FATCA?

Appendix 2

PR Work Plan:

Please use the sheet below for detailed planning of each PR activity. Work through each of your FATCA communication objectives detailing the target group and schedule for each specific activity that falls within each communication objective. Please extend the timeline as necessary. Complete from activities identified on page 2.

	EXAMPLES	EXAMPLES	EXAMPLES					2014			
	EXAMPLES	EXAMPLES	EXAMPLES	Period	Jan	Feb	Mar	Apr	May	Jun	Jul
Objective	Comms objective	Audience	Activity								
INCREASE AWARENESS OF FATCA	Ensure the public are aware of & understand FATCA	General Public	Posters in all key areas		X	X	X	X	X	X	X
		Bank Customers	Customer Forum	X			X				
		General Public	Radio Talk Show Appearances	X	X					X	
	Ensure the public understands who FATCA will affect	General Public	FATCA Flyer/Brochure	X	X	X	X	X	X	X	X
GAIN PUBLIC SUPPORT TO COMPLY WITH FATCA	Provide regular information to stakeholders keeping FATCA in their awareness	Management	Monthly Meetings	X	X	X	X	X	X	X	X
		Staff	Departmental Meetings	X	X	X	X	X	X	X	X
	etc	Bank Customers	Informational Emails/Push Notifications	X		X		X			X

Appendix 3

Stakeholder Mapping Chart:

Please use the matrix below to identify what type of relationship you will need to have with each identified stakeholder. Organise your monitoring activities based on the requirements for each quadrant.

