Bank On Certification



The Cities for Financial Empowerment Fund invites financial institutions with products they believe meet the Bank On National Account Standards to apply at no cost for certification. Accounts are certified on a pass/did not pass basis — accounts either meet all Core Features or they do not. The CFE Fund's goal is to certify as many products as possible; the CFE team will work with financial institutions to provide guidance for meeting the Core Features.

Benefits of Certification

Community Opportunities:

- Public recognition both locally and nationally highlighting your product
- Eligible to work with over 100 Bank On coalitions on local programs that rely upon certification to connect your account to consumers
- National Bank On certification seal of approval for marketing outlets

Sustainable Consumer Base:

- Reach new customers in your community who are un- and underbanked and bring them into the financial mainstream
- Deliver a product with features that are in demand
- Offer your product through public and community banking access programming

Helpful Resources:

- Use of the official Bank On certification seal for marketing materials
- Distribution channel through public and community banking access programs
- Streamlined reporting through the Federal Reserve Bank of St. Louis Bank On National Data Hub + quantifiable metrics to demonstrate community impact

How to Apply for Certification

Click here to visit the CFE Fund's free portal and submit your account for certification at no cost. Questions? Email Cherilyn Richardson at crichardson@cfefund.org.