

FedNow® Service Toolkit for Financial Institutions

Guidelines and tips for using these materials

This toolkit is designed to help your organization tell your customers or members about your instant payment offerings. The content was developed by the Federal Reserve Banks and can be used by financial institutions participating in the FedNow Service.

There are two versions of the toolkit available — one set is designed for financial institutions receiving instant payments. The other is for financial institutions enabled to send and receive. Multiple formats are included to provide you with flexibility to use the materials in a way that best fits your channels and communication plans.

Format	Description	How to use
Brochure	Brief 9" x 4" printed piece that lets your customers or members know they can now use instant payments.	Add your logo and a URL to this PDF. Print and use as needed — make available in your lobby, use as handouts during 1:1 conversations, bring to conferences, etc.
Blog post	This blog post announces that your organization offers instant payments and provides use case examples.	Customize the blog post in a way that works best for your organization, such as aligning use cases to your offerings. Add your URL to direct readers to more information. Publish to your website as a blog post or web article.
Web copy	Teaser web copy that can be used to tout the blog post or other web page you have with instant payment information.	Post to your website and link to the blog or another page on your website.
Social media posts and images	A handful of social media post captions and images.	Publish on your social media channels. Link to the blog post or another page on your website.
Copy for web banners	Language for use on web banners.	Use this language on a web banner you design and publish to your website.
Flyer for business customers	8.5" x 11" one-sided resource that touts the benefits of instant payments for businesses and provides use case examples.	Add your logo and a URL to this PDF, then print and use as needed. Make available in your lobby, add to your website, use as handouts during 1:1 conversations, bring to conferences, etc.

Guidelines for using these materials

The Federal Reserve Banks prepared this toolkit to assist you in promoting instant payments and grants you a limited, revocable and nonexclusive license to distribute the contents included in the toolkit in your own name as you deem appropriate to educate your customers or members. The Federal Reserve Banks may modify these materials or license these materials to others who may in turn publish the contents in their own name.