How to Leverage an fTLD Domain:

PLANNING AND COMMUNICATIONS GUIDE

ƒTLD
Registry Services, LLC

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PLANNING AND COMMUNICATIONS GUIDE

INTRODUCTION

The fTLD Registry Services' ("fTLD") Planning and Communications Guide is designed for officers, marketing and communications managers and others at financial organizations that have a role in implementing a .BANK or .INSURANCE domain name (collectively "fTLD Domain"). This Guide focuses on the planning that is part of implementing a new technology, your fTLD Domain, and the communications that are necessary to promote the value and provide information about it to a broad range of stakeholders.

The following are related guides to this document and available at `ftld.com/guide`:

› Executive Guide to Security Requirements is designed for Chief Information, Technology and Information Security Officers (i.e., CIOs, CTOs, CISOs) and provides an overview of the Security Requirements and the benefits of an fTLD Domain.

› Technical Guide to Security Requirements offers detailed implementation guidance to your operational IT and security personnel and third-party providers.

Detailed information about fTLD's Security Requirements is accessible at `ftld.com/enhanced-security`.

fTLD has published Success Stories about organizations that have migrated to their fTLD Domain and those from .BANK are available at `register.bank/success-stories` and .INSURANCE at `register.insurance/success-stories`.

Your fTLD Domain is a trusted, verified, more secure and easily identifiable place on the internet. Entities that use an fTLD Domain will have been vetted as members of the industry and deployed the security technologies and practices documented in the fTLD Security Requirements if they are using their fTLD Domain.

In order for you to compete more effectively in the new world facing all financial institutions, businesses need to be able to have a flexible tool like an fTLD Domain that their stakeholders can instantly recognize as trusted and safe for their online business. The silent strength and innovative potential of an fTLD Domain gives your business the ability to protect its resources and continue to grow with a new online presence that will continue to meet your goals and needs now and in the future.

Your fTLD Domain is the place where financial services of the future will take place supporting you and your stakeholders in the evolving internet world.

PLANNING

The Implementation Team

When adopting an fTLD Domain, the best place to start is by bringing together everyone in or supporting your organization that has a stake in your online presence and electronic communications. The initial, investigative team that will plan your move to an fTLD Domain can include executives, legal, marketing, IT, online banking channel, product development and customer service. You should also consider including any third-party providers that serve your company in delivering information, products and services that may be impacted by such a move. Each of these groups will play some role in the successful launch of your fTLD Domain and if you do not have a representative from every functional area, the selected staff should be able to effectively coordinate with the teams not directly represented. If your organization's board of directors is involved in this effort, consider having one or more directors participate in the planning and communications activities for your fTLD Domain.

You should consider the size of the Implementation Team (the "Team") based on your organizational structure and lines of responsibility. Successful teams that have completed the transition to an fTLD Domain have had anywhere from two to 10 members and were able to develop and implement their plan in a reasonably short period of time. Smaller teams will need to communicate and effectively delegate tasks to others outside of the team and larger groups will require strong leadership so that time is spent on implementation activities rather than meetings. Consider similar projects your organization has already successfully completed and how the configuration of those teams could be used as a model for the deployment of your fTLD Domain.

Implementation Team Responsibilities

Planning

The Team will first need to develop the plan that will enable your organization to migrate from its existing domain to the new fTLD Domain.

Goals

The first step in developing the plan is to determine the goals of the project. Ask the Team to think about how they are using and supporting your current domain. What is working? What can we do better? Given its benefits, what new opportunities can an fTLD Domain create for us?

Based upon interviews fTLD has conducted with organizations that have already moved to their fTLD Domain, the most frequent activity tied to the implementation has been the launch of a newly designed website. Other factors to consider with respect to timing are activities associated with rebranding, availability of new products and services, and a pending merger or acquisition. The plan should also address how an fTLD Domain can help meet short- and long-term business goals.

Impacted Users

Implementation and impact by constituencies is another way for the Team to evaluate the optimal use of your fTLD Domain. The Team should assess:

› **Business-to-Customer (B2C)** — Should your fTLD Domain be used for your consumer-facing presence? Possibilities include:

- Replacing your entire current consumer-facing environment.

- Replacing components of your current consumer-facing environment — particularly for lines of business where you want to provide a higher level of security or direct customer access.

- Using a new and/or more relevant fTLD Domain identity to promote new products and services or make current offerings easier to find.

- Employing your fTLD Domain for email communications with customers or with a subset of customers.

› **Business-to-Business (B2B)** — Your fTLD Domain can be a new communication channel with third-party providers or other stakeholders for conducting inter-organizational transactions (e.g., financial, sensitive information).

› **Business-to-Government (B2G)** — Your fTLD Domain can be used as a tool for communicating with regulators, law enforcement or other governmental organizations associated with conducting your organization's business.

Additional fTLD Domains

Something to consider is whether you have identified all the fTLD Domains you may need for your business. For example, as the plan is developed you may learn that having additional fTLD Domains is preferable to creating subdomains off of your primary domain. Since there is no limit to how many domains you can register for your organization's trademarks, trade names and service marks, securing them early is desirable particularly if you will implement your plan in phases.

Timelines & Budgets

Timelines and budgets need to be confirmed taking into account all the tasks, staff and third-party providers that will be involved in this type of project.

The Team should consider whether the project is best completed in phases. Should the website be converted first with email to follow? Should marketing and other materials (e.g., business cards, stationery) be converted as part of the transition or should these be replaced as inventory is depleted? Should third-party providers be converted as part of the transition or will that need to be addressed at a later time? Does this mean that moving to a new third-party provider with the transition is more desirable than sticking with the status-quo?

Communications

Other topics that may affect your plan and staff members are internal and external communications including industry and governmental exchanges that may be required by this type of change that can be made more secure with fTLD Domain features.

You should also determine whether this is a good time to add new customer services and products that you can support more easily using an fTLD Domain. This could change your timeline and provide an even more powerful marketing opportunity.

Communications and Marketing

Once your plan has been developed and approved by the relevant stakeholders, you'll next want to focus on communications and marketing activities.

An integral part of the implementation plan is communicating and marketing to internal and external stakeholders about your move to an fTLD Domain. Although the technical implementation is critical to this transition effort and covered extensively in the related technical guides, communications and marketing are an equally critical part of the overall execution and acceptance of the changes.

Marketing can include informational updates to your staff and other internal stakeholders (e.g., meetings, trainings, email blasts, webinars, intranet) so they understand the purpose and value of the migration to your fTLD Domain and are prepared to assist customers with any questions they have.

External stakeholders may be alerted through more traditional methods such as statement stuffers, email and promotional materials or social media sharing. It is important for the Team to consider whether a proactive and engaging marketing campaign that might include electronic and print media as well as social media is the most desirable way to reach and educate your stakeholders; or whether an organic or "quiet" launch of the new fTLD Domain website is preferred. Your Team will need to pick the best approach for your stakeholders based on its goals and available resources.

Please also consider that your company may wish to update its marketing and communications collateral, including:

- Letterhead

- Business cards

- Banners and other outward facing materials

- Electronic imagery including logos and other visuals

- Brochures

As key decision milestones are reached, it is recommended that the Team proactively communicate with internal and external stakeholders; the methodology for this should be identified in the plan. The Team should establish a mechanism for two-way communication in order for stakeholders to be able to ask questions or submit ideas about your use of an fTLD Domain. The success of your fTLD Domain will in part depend on how you communicate your intentions for your fTLD Domain and how you receive and respond to feedback about it.

Communicating Security Measures to Customers

An fTLD Domain is a trusted, verified and more secure place online for you, your customers and other stakeholders. As the deployment of an fTLD Domain requires compliance with numerous security technologies and practices, which are fully discussed in the related technical guides, be sure to inform your customers about any changes needed for them to able to successfully access the updated website or emails from your organization.

For example, fTLD's Security Requirements specify the encryption levels that must be used for an fTLD Domain to avoid vulnerable technologies (i.e., insecure versions of Transport Layer Security (TLS)). If your customers are using web browsers that operate on insecure versions of TLS, you'll need to inform them of the need to update their browser. While this may appear to be an inconvenience to you and your customers, it's an excellent opportunity to educate them about the importance of using up-to-date web browsers as a means to protect their security and personal information.

Implementation

Once the plan is confirmed, the Team will be responsible for guiding the project to a successful completion. Based on how the project has been planned, this may be a period where many tasks are delegated and the Team serves as coordinators for the technical development and related activities with third-party providers and internal groups or teams including marketing and customer service. Indeed, the migration to your fTLD Domain in today's business environment involves most functional areas in your organization from your board of directors to the first-line customer service staff answering the phone. This is the heart of your business and needs communication and effective management from start to finish.

COMMUNICATIONS

Communications are a large part of any project and your transition to an fTLD Domain website and services is no different. Your implementation planning team will have developed an initial plan as part of its work and as the project proceeds the communications will evolve as you move from an inward focus of building knowledge within your organization and with third-party providers to educating customers and other external stakeholders so they may continue and expand their use of your online services. Feedback from a broad range of stakeholders will be used to help refine your messages and address questions that arise along the way.

In addition to the specific information you will create related to how and when your organization will be implementing your fTLD Domain, fTLD has developed and made available many resources about .BANK and .INSURANCE that are available at `register.bank/pr-tools` and `register.insurance/pr-tools`, respectively, which can be helpful to you.

Once the Team has finalized plans for the use of your fTLD Domain, messages and key audiences can be determined. Depending on what services you decide to offer via your fTLD Domain and which primary channels you plan to take advantage of—B2C, B2B and/or B2G—the following samples in this guide can be used to support your organization's communications to internal and external stakeholders.

Messaging To Internal Stakeholders

A critical element of success for implementing your fTLD Domain will be the manner in which plans are communicated to your internal stakeholders. The board of directors, management and employees will all play an important role in leveraging your fTLD Domain. In many ways, they will act as the ambassadors for this new channel.

Email, training, webinars, newsletters and meetings with management are common tools that can be used to distribute information. You may get complex questions such as those about the security and technology behind your fTLD Domain or simpler ones related to the process for updating signature blocks for email or when and how business cards may be changed to include the new domain name or email address. A frequently-asked-questions document or webpage dedicated to the transition to your fTLD Domain can be developed to respond to inquiries, and can be modeled after fTLD's information accessible at `ftld.com/faq`. You should also consider updating resources to account for questions received that were not anticipated. The most common approach to educating staff about the planned transition is for managers to regularly meet with and/or speak with them, particularly those that serve in a customer service capacity. You may consider creating a script for help desk support and front-line staff for use in responding to questions. Regardless of the approach your organization takes to discuss your fTLD Domain, the better internal stakeholders understand the effort, the easier it will be for them to convey the value of the change to your customers.

The following sample templates have been created for your use in communicating with various internal audiences; remember to customize[8] each template to your use of your fTLD Domain and unique value proposition.

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[8] For "[fTLD Domain]" replace with ".BANK" or ".INSURANCE"
For "[Organization Name]" replace with the name of your business
For "[your fTLD Domain]" replace with the fTLD Domain or Domains you will be using
For "[banking/insurance]" replace with "banking" or "insurance"]

Letter to Board of Directors

Dear Board Members:

Pursuant to the presentation and discussion about the new [fTLD Domain] internet top-level domain at the board meeting held on [date], [Organization Name] has registered the following [fTLD Domain] domains:

- `[your fTLD Domain]`

- `[your fTLD Domain]`

- `[your fTLD Domain]`

[fTLD Domain] is a new, more secure internet web domain for the [banking/insurance] community; an identifiable channel for trusted communications; and a place for growth and innovation for our business.

In order to successfully leverage our new [fTLD Domain] domain(s), we have created an implementation team to develop a plan for addressing current needs and identifying future opportunities that can be handled more easily with a new [fTLD Domain] domain. The team includes staff from our executive management, legal, marketing, IT, online banking platform, product development and customer service teams. [name of board member] will represent the board on the implementation team.

Each part of our business has a stake in the success of our [fTLD Domain] domain(s). We have asked implementation team members to consider how they are using and supporting our current domain and online channels of communication with customers, industry and government. The implementation team will look at the best use of the new [fTLD Domain] domain(s).

We will update the board on the status and plans of the implementation team at future board meetings. You are encouraged to share your thoughts and ideas with [name of board member on implementation team] or members of the management team as the process unfolds.

Sincerely,

Letter to Bank Management

Dear Bank Management:

We have exciting news. Many of you have heard about the new internet top-level domain for the [banking/insurance] community, [fTLD Domain]. [fTLD Domain] is a trusted, verified, more secure and easily-identifiable location on the internet for financial companies and the customers they serve.

[Organization Name] has registered the following [fTLD Domain] domains:

- `[your fTLD Domain]`
- `[your fTLD Domain]`
- `[your fTLD Domain]`

In order to successfully leverage our new [fTLD Domain] domain(s), we have created an implementation team to develop a plan for addressing current needs and identifying future opportunities that can be handled more easily with a new [fTLD Domain] domain. The team includes staff from our executive management, legal, marketing, IT, online banking platform, product development, and customer service teams. [name of board member] will represent the board on the implementation team.

Each part of our business has a stake in the success of our [fTLD Domain] domain(s). We have asked implementation team members to consider how they are using and supporting our current domain and online channels of communication with customers, industry and government. The implementation team will look at the best use of the new [fTLD Domain] domain(s).

We will update you on the status and plans of the implementation team at future management meetings. You are encouraged to share your thoughts and ideas with [name of board member on implementation team] or members of the management team as this exciting process unfolds.

Sincerely,

Letter to Bank Employees

Dear Employees:

We have exciting news. Many of you have heard about the new internet top-level domain for the [banking/ insurance] community, [fTLD Domain]. [fTLD Domain] is a trusted, verified, more secure and easily-identifiable location on the internet for financial companies and the customers they serve.

[Organization Name] has registered the following [fTLD Domain] domains:

- *[your fTLD Domain]*
- *[your fTLD Domain]*
- *[your fTLD Domain]*

In order to successfully leverage our new [fTLD Domain] domain(s), we have created an implementation team to develop a plan for addressing current needs and identifying future opportunities that can be handled more easily with a new [fTLD Domain] domain. The team includes staff from our executive management, legal, marketing, IT, online banking platform, and product development and customer service teams. [name of board member] will represent the board on the implementation team.

Each part of our business has a stake in the success of our [fTLD Domain] domain(s). We have asked implementation team members to consider how they are using and supporting our current domain and online channels of communication with customers, industry and government. The implementation team will look at the best use of the new [fTLD Domain] domain(s).

We will update you on the status and plans of the transition team at future staff meetings and via email alerts. You are encouraged to share your thoughts and ideas with [name of board member on implementation team] or members of the management team as this exciting process unfolds.

Sincerely,

Intranet/Newsletter Content

We are pleased to share exciting news. Many of you have heard about the new [fTLD Domain] internet top-level domain for the [banking/insurance] community. [fTLD Domain] is a trusted, verified, more secure and easily-identifiable location on the internet for financial companies, and the customers they serve.

[Organization Name] has registered the following domains:

- [your fTLD Domain]
- [your fTLD Domain]
- [your fTLD Domain]

[fTLD Domain] is an identifiable channel for trusted communications; and a place for growth and innovation. Every [fTLD Domain] domain name is verified and support robust security requirements, including:

> *Mandatory verification and re-verification of charter/licensure/authorized person/names for regulated entities by fTLD;*

> *Domain Name System Security Extensions (DNSSEC) to ensure that internet users are landing on legitimate websites and not being misdirected to malicious ones;*

> *Email authentication to ensure brand protection by mitigating spoofing, phishing and other email-borne activities;*

> *Multi-factor authentication for changes to the domain information to ensure that any change to registration data is made only by authorized users of the registered entity;*

> *Strong encryption to ensure confidentiality and integrity of communications and transactions over the internet; and*

> *Prohibition of Proxy/Privacy Registration Services to ensure full disclosure of domain registration information so bad actors cannot hide.*

An implementation team is working on a plan for addressing current needs and identifying future opportunities that can be handled more easily with a new [fTLD Domain] domain. The team includes staff from our executive management, legal, marketing, IT, online banking platform, product development and customer service teams. [name of board member] will represent the board on the implementation team.

Each part of our bank has a stake in the success of our [fTLD Domain] domain(s). We have asked implementation team members to consider how they are using and supporting our bank's current domain and online channels of communication with customers, industry and government. The implementation team will look at the best use of the new your fTLD Domain domain(s).

We will update you on the status and plans of the [fTLD Domain] implementation team on future intranet postings/newsletters. Meanwhile, you are encouraged to share your thoughts and ideas with [name of board member on implementation team] or members of the management team as we all move toward the future of financial services!

Marketing To External Stakeholders

A critical element of success for implementing your fTLD Domain will be the manner in which plans are communicated to external stakeholders and their role, where appropriate, in supporting a transition.

External stakeholders may include:

› Existing and prospective customers

› Investors and shareholders

› Third-party providers

› Regulators—local, regional and national

› Sector Associations—local, regional and national

› Community organizations/local chamber of commerce

In addition to the following direct communications to external stakeholders, be sure that you look at other communications and marketing approaches that have worked for you in the past. Organizations that have already migrated to an fTLD Domain have noted the following tools worked successfully for them when communicating with external stakeholders:

› Email blasts

› Website pop-ups, information signups or banners on websites

› Statement stuffers or messages on e-statements

› Mobile App alerts

› Press releases

› Social media outreach (e.g., Facebook, Twitter, LinkedIn)

› Local newspaper ads or articles

› Local press or media (TV, radio)

› Billboards

The following sample templates have been created for your use in communicating with various external audiences, and remember to customize[9] each template to your use of your fTLD Domain and unique value proposition.

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[9] For "[fTLD Domain]" replace with ".BANK" or ".INSURANCE"
For "[Organization Name]" replace with the name of your business
For "[your fTLD Domain]" replace with the fTLD Domain or Domains you will be using
For "[banking/insurance]" replace with "banking" or "insurance"]

Letter/Email /Direct Mail to Existing and Prospective Customers

Dear [Existing/Prospective Customer Name],

At [Organization Name] we are making an important investment our customers' financial future.

Our bank is pleased to announce that effective [date], [Organization Name] will have transitioned [insert details] of its online operations to the new domain, [your fTLD Domain]. We plan to use our new [your fTLD Domain] address for [list of products and/or services]. We see this as an important change, allowing us to create a trusted, verified, more secure and easily identifiable location on the internet for you to conduct your business with us.

Our new [your fTLD Domain] address provides robust security and meets strict verification requirements that will reduce the risk of cyber threats and enable us to build a high-trust, more secure environment for our customers that can be easily identified with our business. Through this change, we believe [Organization Name] can offer you the enhanced level of service and security you deserve. We welcome the opportunity to be of service to you in any way. Our knowledgeable representatives are ready to assist you at [provide contact information].

Sincerely,

Letter/Email to Business Partners

Dear [Partner Name],

We are pleased to announce that effective [date], [Organization Name] will have transitioned [insert details] of its online operations to the new domain, [your fTLD Domain]. We see this as an important change, allowing us to create a trusted, verified, more secure and easily identifiable location on the internet for you to conduct your business with us.

As a valued partner of [Organization Name], we wanted to inform you of the benefits the robust security requirements that our new domain provides. Existing cyber risks are mitigated and the greater security enables us to build a high-trust environment for our customers and offer high-value products and services on our easily identified location on the internet.

If you have any questions, please call [Number] or email us at [email address].

Sincerely,

Letter/Email to Business Partners Servicing your
fTLD Domain Infrastructure and Content Provider

Dear [Partner Name],

We are pleased to announce that [Organization Name] will soon transition [insert details] of its online operations to the new domain, [your fTLD Domain]. We see this as an important change, allowing us to create a trusted, verified, more secure and easily identifiable location online for our brand.

We wanted to inform you as part of this transition that using [your fTLD Domain] requires uniform adoption of new robust security technologies and practices that may require changes to how you provide your services with this new domain. As a valued partner of [Organization Name], your understanding of the implementation and ongoing maintenance of the requirements will ensure our relationship endures this transition. In partnership, this improved security enables us to build a high-trust environment for our customers and offer high-value products and services.

The current Security Requirements are available at https://www.ftld.com/enhanced-security/. Additional detailed technical documentation provided by fTLD is also available at https://www.ftld.com/guide.

Please contact us as soon as possible to review any transition concerns based on the information noted above. Please call [Number] or email us at [email address] to begin this discussion to ensure a smooth and timely transition.

Sincerely,

Letter/Email to Regulators

Dear [Regulator],

We are pleased to announce that effective [date], [Organization Name] will have transitioned [insert details] of its online operations to the new domain, [your fTLD Domain]. We plan to use our new [your fTLD Domain] address for [products and/or services].

The migration will be undertaken from [date] to [date]. The changes are focused internally at our technology infrastructure and are fully compliant with industry regulations and best practices. We will also confirm updates to related email addresses once that transition has been successfully completed.

We would welcome the opportunity to discuss the use of our new domain, [your fTLD Domain], with you. If you have any questions, please call [Number] or email us at [email address].

Sincerely,

Letter/Email to Sector Associations

Dear [Association],

We are pleased to inform you that effective [date], [Organization Name] will have transitioned its [products and/or services] to our new domain, [your fTLD Domain]. Please be sure to update your information for our company to reflect our new domain, [your fTLD Domain].

[In addition, we will be transitioning our email addresses by [date]. Please use the following email addresses that use our new [your fTLD Domain] address:]

The migration will be undertaken from [date] to [date]. The changes are focused internally at our technology infrastructure and are compliant with all regulatory requirements and association mandates.

If you have any questions, please call [Number] or email us at [email address].

Sincerely,

Letter/Email to Local Business Community/Chamber of Commerce

Dear [local business community/Chamber of Commerce],

We are pleased to inform you that effective [date], [Organization Name] will have transitioned its [details] operations to the new domain, [your fTLD Domain]. As you may be aware, only verified members of the [banking/insurance] community can have a [fTLD Domain] website. All [fTLD Domain] domains also must meet the robust security requirements of the domain.

We know we must do everything we can to protect our customers and continue to be a business that supports the financial needs of the thriving local community. We think this conversion brings many benefits that help us to continue accomplishing those goals.

The migration will be undertaken from [date] to [date].

If you have any questions about this new initiative, please call [Number] or email us at [email address].

Sincerely,

Website Copy

[Organization Name] is adapting to the future of financial services. In order to better protect our customers, we have begun migrating from our current website to a new web identity—[your fTLD Domain]. The [fTLD Domain] environment provides an increased level of security to our customers and business partners.

We expect this transformation to benefit you, our customer, in the following ways:

- Easily identifiable website in [your fTLD Domain]

- More trusted and secure online communications and transactions

- Stronger protection against future cyber security risks

If you have any questions, please call [Number] or email us at [email address]. Our knowledgeable representatives are ready to assist you.

Press Release—Local Media

[City, State], [Date] —In order to better serve its customers, [Organization Name], [tagline], today announced its adoption of a new domain—[your fTLD Domain] —for its internet operations. [fTLD Domain] is a new, more secure internet domain. It is an easily identifiable channel for trusted communications between [banks/insurance companies] and their customers.

Since [fTLD Domain] environment is exclusive to the [banking/insurance] industry, it provides a level of security unmatched in traditional internet environments. The strict controls in place mitigate cyber security risk and allow [Organization Name] to better protect its customers.

"We are delighted to adopt [fTLD Domain] for our internet operations," said [Organization Representative]. "The increased value of [your fTLD Domain] enables us to build a high-trust environment for our customers that can offer new products and services, and provide a more secure domain to better protect them from cybercrime attacks."

Press Release - Trade Media

[City, State] – [Date] – In order to better serve its customers, [Organization Name], [tagline], today announced its adoption of a new domain - [your fTLD Domain] - for its internet operations. This new domain delivers a more secure, easily identifiable channel for trusted communications between [your business category] and their customers.

Only verified members of the [banking/insurance] community can have a [fTLD Domain] domain. In order to prove that applicants are members of the global [banking/insurance] community, every application undergoes vigorous verification before it is approved. This exclusivity offers a degree of safety that other commercial domains do not provide.

"Banks are looking to build more trust, and the [fTLD Domain] domain extension—created by and for our industry—will help them deliver on that promise no matter how [banking/insurance] companies choose to use their new [fTLD Domain] website," said Craig Schwartz, managing director of fTLD, the private company that is owned, operated and governed by banks, insurance companies and their respective trade associations. "The security requirements fTLD mandates for [fTLD Domain] domains brings a level of trust and protection that exceeds those in any existing gTLD—and those benefits can be extended to myriad audiences—from customers, to partners to regulators."

"We are delighted to adopt [your fTLD Domain] for our internet operations," said [Organization Representative]. "[fTLD Domain] provides a high-trust environment for our customers, where we can offer new products, services and communications channels, through a [fTLD Domain] domain uniquely built to serve the [banking/insurance] industry."

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Registry Services, LLC