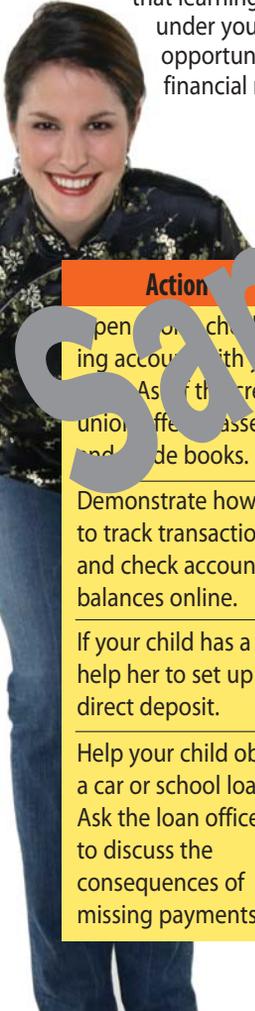


For a high schooler

Focus on the credit union as the best place to get a checking (share draft) account and car or school loan because of great rates. Remember that learning to manage money—while still under your supervision—is an excellent opportunity for your child to gain financial responsibility.



Action Step	Tip
Open a checking account with your child. Ask the credit union for classes and guide books.	• Show her the proper use of a debit card, how to write a check, and how to reconcile her account.
Demonstrate how to track transactions and check account balances online.	• Remind him of the consequences of overdrawing his account.
If your child has a job, help her to set up direct deposit.	• Use your own direct-deposited paycheck as an example.
Help your child obtain a car or school loan. Ask the loan officer to discuss the consequences of missing payments.	• Suggest that she compare car loan rates between the credit union, a bank, and the car dealership.

For more help:

- Encourage your child to visit the “about us” or “history” section of your credit union’s Web site.
- Send your child to creditunion.coop to check out the “what is a credit union” and “credit union philosophy” articles.
- Ask your credit union for brochures or newspaper articles that describe its mission and philosophy and how it differs from a bank.

Sample



cuna.org
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I'm going to the credit union for a car loan.

Can I get a car?

What's a credit union?

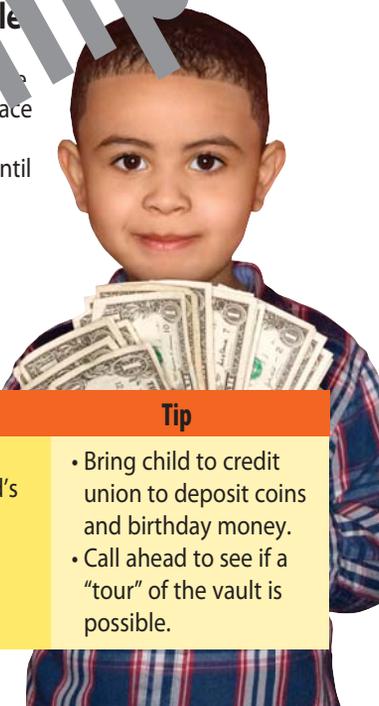
What's a credit union?

It may be the second most important talk you'll have with your child. Talking to your kids about the credit union is a lot like talking about the birds and the bees. How much they want—or need—to know depends on their age, experience, and readiness to use the information.

Whether you have toddlers or teens, here are tips on how to explain what a credit union is by demonstrating—from the child's level of readiness—how to use one. We've listed possible actions by age range as a guideline. Your child may demonstrate the ability to manage money at an earlier or later age.

For a preschooler

Keep the concept simple. Explain that the credit union is the place where you keep your "extra" money safe until we need it.



Action	Tip
Open a savings account in the child's name.	<ul style="list-style-type: none"> • Bring child to credit union to deposit coins and birthday money. • Call ahead to see if a "tour" of the vault is possible.

For an elementary schooler

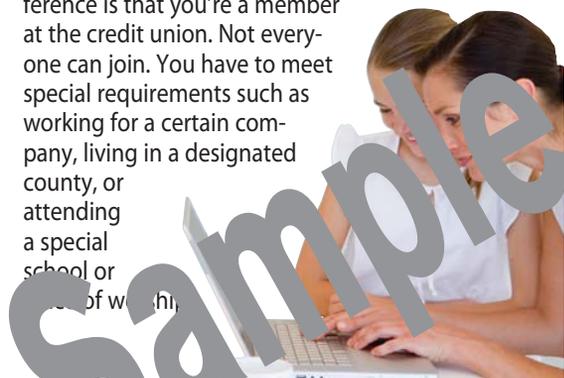
Explain that the credit union is where you open a savings account and save for goals. Share what you, as a parent, are saving for and how long it will take you to reach your goal.



Action	Tip
Encourage your child to manage her own savings account.	<ul style="list-style-type: none"> • Have a discussion about what she is saving for and the amount needed to reach her goal.
Show her how to complete a deposit form and encourage her to make regular deposits.	<ul style="list-style-type: none"> • When the savings goal is met, show her how to make a withdrawal.
When your child has enough money, help him purchase a certificate of deposit (CD).	<ul style="list-style-type: none"> • Have a discussion about what he is saving for and the amount needed to reach his goal.

For a middle schooler

Describe a credit union as similar to a bank. The difference is that you're a member at the credit union. Not everyone can join. You have to meet special requirements such as working for a certain company, living in a designated county, or attending a special school or group within...



Action	Tip
Encourage your child to save for big ticket items. When she has enough money, help her purchase one or more CDs.	<ul style="list-style-type: none"> • Explain that a CD earns more interest (dividends) than a savings account, but requires you to leave your money in the account longer.
Ask credit union staff to describe how CDs work and why credit unions offer better rates than banks.	<ul style="list-style-type: none"> • Explain how laddering (purchasing CDs with varying expiration dates) can help meet a savings goal faster.
Demonstrate online account access.	<ul style="list-style-type: none"> • Show your child how he can go online to track his deposits, withdrawals, and balance.