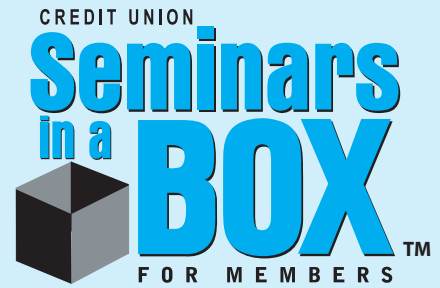


CASE STUDY



Money Maker. Money Saver.



***Credit Union Seminars in a Box for Members* deliver results in many ways for EducationFirst Federal Credit Union**

Jimmy Lackey, CEO of EducationFirst, has learned that CUNA's *Seminars in a Box for Members* do more than just educate his membership base. They also deliver cost savings and revenue generation.

When EducationFirst purchased *Seminars in a Box for Members*, they decided to tie in the seminars with ongoing marketing programs. By linking them to seasonal-based initiatives, the seminars were meant to provide added depth to the credit union's marketing efforts — face-to-face interactions that are critical to building good member relations.

These high-quality interactions have been the secret to the seminars' success. Combined with seminar kits that require little upfront work on the part of staff, they've provided EducationFirst with a low-cost, revenue-generating program.

Case Study Credit Union

Jimmy Lackey, CEO
EducationFirst
Federal Credit Union
Beaumont, TX
Assets: 290 million

Financial Literacy Needed Now

Lackey likes the fact that the *Seminars in a Box for Members* provide such a wide range of seminars and that they can tie in topics to so many of EducationFirst's marketing initiatives. "There's something for everyone," he said.

"The next day, two members came back and made loans."

This is particularly relevant in today's economy. Consider the financial struggles of different demographics:

- Nearly one-third of baby boomer households still hold mortgages that exceed the home's value.
- Only 13% of workers are very confident about having enough money for a comfortable retirement.
- About 40% of mothers are either the sole breadwinners or they're bringing home as much or more than their husbands.
- The financial literacy of high-school students has fallen to its lowest level ever.

Sources: 2011 EBRI Retirement Confidence Survey; "Financial Literacy," CUNA 2010-2011 E-Scan Report

According to The Center for Financial Services Innovation (CFSI), a shift in focus from financial education to financial capability is what's needed to address these issues. This includes a combination of programs, including "both low-touch and high-touch efforts." It recognizes "in-person" efforts as part of the solution.

Plenty of Bang for the Buck

Credit Union Seminars in a Box for Members provided EducationFirst with everything they needed to hold a seminar. Lackey feels the materials are easy to understand and effectively convey a message. And because the seminar materials have already been created, EducationFirst's presenters don't have to worry about spending time developing information.

The price tag is ideal as well. EducationFirst found all the materials it needed within the kit and discovered it was easy to add their own ideas and content. "There is no way we could have developed all the slides and materials on our own," Lackey said.

EducationFirst received a PowerPoint presentation, a planning checklist, member worksheets, advertising posters, newsletter articles, statements stuffers and more — all for \$160 per seminar (by buying more than two seminars, they received a lower price.)

Even better than the price tag were the results the presentation generated. One of the first seminars EducationFirst presented was on credit scores. Nearly twenty members attended the seminar and they were given plenty of opportunity to ask questions and interact with the presenter.

The seminar was initially scheduled for 45 minutes, but members had many questions and ended up staying two hours. The best part? "The next day, two members came back and made loans," Lackey said.

"There's something for everyone."

Focus your resources

on promoting your event and the kit will provide the rest! Each Seminar kit contains:

- PowerPoint presentation on CD-ROM
- A step-by-step planning checklist
- Member worksheets to photocopy
- Speaker preparation sheet
- Full-color poster and flyer graphics
- Sample newsletter articles
- Sign-up sheets
- Evaluation forms
- 100 related statement stuffers
- 25 related handbooks
- Plastic storage file

NEW! Select *Credit Union Seminars in a Box* now contain brief, informational videos!

Plus!

Your *Credit Union Seminars in a Box* can be used again and again — simply reorder the handbooks and statement stuffers for your next member seminar.

Good Member Interactions Come in Small Packages

Lackey cautions credit unions not to expect — or even want — seminars with attendance beyond 15 to 20 people per session. “The smaller size makes the meeting more human,” Lackey said. He feels the members are more comfortable with the smaller numbers and are more likely to ask questions.

It’s also more intimate for the presenter, as handling a group of 50-60 people could pose a challenge. “The presenters likely know people in the audience,” Lackey said. He recalls attending one seminar and watching the presenter embrace a member before the presentation began. The two had known each other from interacting at the credit union.

Smaller seminars tend to put the members at ease. The *Seminars in a Box for Members* kits also help relieve stress for credit union staff, with the ease of use and depth of material.

How the Word Gets Out

EducationFirst spent very little on advertising as a result of some good strategic planning.

First, EducationFirst linked the seminars to bigger marketing initiatives, allowing them to piggyback onto the bigger campaigns and the buzz they were generating.

They then made use of the credit union’s existing contact points. Advertising material was provided in the kit and EducationFirst used

lobby posters and notices on their own website to build awareness. They also placed laminated signs at the teller windows. “We really didn’t spend much on advertising,” Lackey said.

Perhaps the biggest boost came from word-of-mouth advertising. EducationFirst staff members continuously mentioned the seminars to members. And some of the best word-of-mouth advertising came from other members.

At a recent seminar, the presenter was announcing details about an upcoming seminar, when a member in attendance stood up. “She said, ‘Yup, I attended that one and I recommend you do the same,’” Lackey recalls. “You couldn’t ask for a better testimonial.”

EducationFirst built a new training facility and they find the credit union setting ideal for the seminars. Lackey believes the venue allows for people to get questions answered immediately and probe a subject in-depth. The credit union presentation on credit scores, for example, was so successful that EducationFirst has held several more. Despite the presence of the new facility, EducationFirst is also considering taking the program on the road. “We service six counties and we’re a teachers’ credit union,” Lackey explained. “With the materials, we can easily go to auditoriums or cafeterias and meet with our members.”

Seminars in a Box for Members have helped EducationFirst build better relationships with members while improving the financial health of the credit union. It’s a win-win situation, one the credit union plans on enjoying over and over again.

Credit Union Seminars in a Box for Members are available in a wide variety of topics to meet all the needs of your members:

Auto Buying

- Take the Wheel: Get the Best Car Deal

Credit and Debt

- CreditAbility: Build a Strong Credit History
- Take Charge: Wise Use of Credit Cards
- Credit 101: Do You Pass the Test?
- NEW!** ■ PowerOverDebt: Break the Debt Cycle

Fraud & Security

- Identity Theft: Who’s Got Your Number?
- Senior Financial Scams: How to Protect Family and Friends

Hispanic

- Basic Steps to Managing Your Money – Spanish
- NEW!** ■ Access to Money with Credit – Spanish

Home Buyer Education

- Preparing Your Finances
- Shopping for a Home
- Life as a Homeowner

Money Management & Organization

- Build a Basic Budget: The 5-Step Spending Plan
- Get it Together: Organize Your Financial Records

Savings & Investments

- Investing Basics: 10 Steps for Beginners
- How to Use Wealth-Building Tools

Small Business

- Starting a Small Business: Prepare for the Launch

NEW! Women

- Women & Money 1: Where Are You Now?
- Women & Money 2: Are You Covered?
- Women & Money 3: Are You Ready for Change?
- Women & Money Three Part Series

Youth – Seminars for Parents

- Value of a Dollar: Teaching Your Preschool Child
- Value of a Dollar: Teaching Your K-8 Child