OYE helped the credit union surpass its membership growth goal.

You can incorporate campaign messaging into your local brand.

Employees, especially front-line staff, are key to advancing the campaign locally.

Truliant Federal Credit Union was an early participant in the Open Your Eyes to a Credit Union® campaign, which now boasts more than 1,100 credit unions, leagues and service providers across the country.

Truliant incorporated the unique look of Open Your Eyes with their own brand and marketing materials to help bring a national message to their tri-state service area while boosting their identity with consumers.

Chartered in 1952 as Radio Shops Credit Union serving 2,000 members, Truliant had grown by 2016 to more than 200,000 members in North and South Carolina and Virginia. In 2019 the credit union set a new goal, to have 260,000 members. The Open Your Eyes campaign helped the credit union get there.

As Truliant started using the campaign locally, it called on its executives, employees, and members to help advance it in the community.
Truliant began the effort with supporting content in its internal newsletter, *CU News*. “We are big advocates of telling our employees in advance what we are supporting and what is on the horizon,” says Marketing Director Tricia Beeker. “They are our brand ambassadors and we like to keep them informed.”

The next step was to introduce the campaign to credit union members through a newsletter in mailed and digital statements. Members are a credit union’s best advocate, and they can help spread the word to people who still don’t understand the benefits of being a part of a credit union, Tricia adds.

The campaign extended to Truliant’s annual corporate meeting, called Trufest. Conducting corporate business can sometimes be a tedious affair, but the credit union adds “fun things” by setting up different booths to engage employees.

The credit union’s marketing department set up a photo booth and invited employees to pose with various props in whimsical Open Your Eyes poses and posted the photos on social media.

**Many employees in turn shared the photographs on their personal social media, further extending the campaign’s reach.**

“We get a lot of engagement on social media when we use our own people who have a connection to the community,” Tricia says. “People will say, hey, my friend is in this.”

Truliant also used campaign graphics and messages on billboards, signage outside branches, and even a magazine cover.

*Forsyth Family* is a community magazine with a 57,000+ circulation in the tri-city area of North Carolina that includes Winston-Salem. Truliant partnered with the magazine to produce a center spread accompanied by a cover photo. The article included OYE messages about the benefits of a credit union and the differences between a credit union and a bank. It also explored some of the myths and misunderstandings about credit unions, a main focus of the Credit Union Awareness campaign.

The cover featured Precious McCloud, Vice President of Member Experience, in a signature Open Your Eyes pose. “We were able to use the creative the OYE campaign offered and make it personal with Precious. She is well known in the community,” Tricia says. The black and white photography on a white background created a striking image. *Forsyth Family* editors told Truliant that the issue was the first time they had ever produced a black and white cover instead of color, so it stood out.

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**FAST FACTS**

**Credit Union:** Truliant Federal Credit Union  
**Location:** Winston Salem, NC  
**Members:** 267,000  
**Asset Size:** $3.2 billion  
**North Carolina Launched the Campaign:** February 2019

"The OYE campaign really helped us. It provided a toolbox we could choose from. The headlines are great. There are so many, and we used a lot of them."

—Tricia Beeker, Marketing Director
Tricia adds that the cover photo and magazine article were adapted for social media, creating additional opportunities to get Truliant’s—and Open Your Eyes—message out.

Truliant’s President and Chief Executive Officer, Todd Hall, is an active participant in the campaign. “He is a great communicator, and he was a great sport to agree to be a part of the campaign,” Tricia says. He participated in the photo shoot at the corporate meeting and promoted the Open Your Eyes message in internal and external communications.

One social media post features his photo and the straightforward OYE message, “Join the Millions of Americans Owning Their Money”.

**Truliant exceeded its 260,000-member goal.**

“The OYE campaign really helped us,” Tricia says. “It provided a toolbox we could choose from. The headlines are great. There are so many, and we used a lot of them.”

The campaign complemented Truliant’s messaging that was already in market. “We used the OYE messages and personalized them to target consumers. I’m certain that helped us to meet and exceed our goal,” Tricia says.

Many credit unions face the challenge of growing membership and are looking to find new and engaging ways to reach current and potential members. Credit Union Awareness can help. Contributor resources include a Messaging Guide, eye-catching and ready-to-download designs, and creative ideas like the photo booth tip sheet. Check out the possibilities at cuna.org/awareness. Participating credit unions have access to Contributor HQ the hub for contributor tools, resources, and creative assets.

Open Your Eyes to a Credit Union is the Credit Union Awareness brand platform and is designed to help drive consumers to credit unions.

**Note: Access to campaign content is available to credit unions participating in Credit Union Awareness. For more information please email: awareness@cuna.coop.**