2021 Features & Upgrades

CREDIT UNION AWARENESS 2.1

UPGRADES TO YOUR ENHANCED CONTRIBUTOR LISTING
Connect your JOIN NOW button directly with your membership page or digital account opening solution, giving consumers direct access to joining.

When: December 2020

AUDIENCE SHARING TO MAXIMIZE ENGAGEMENT
Retarget more directly those consumers who visited YourMoneyFurther.com in your state and field of membership.

When: January 2021

APPLICATION TO MAXIMIZE ENGAGEMENT
Adding an "Apply Now" button will allow consumers to apply through your digital lending application system.

When: January 2021

TRACK WEBSITE TRAFFIC FROM YOURMONEYFURTHER.COM
Create customized links (UTM Codes) to track consumer traffic from YourMoneyFurther.com to your website.

When: December 2020

SOCIAL MEDIA INFLUENCERS
Use select social media influencers to engage with and promote the Open Your Eyes campaign and credit unions in general.

When: January 2021

REDESIGN & RELAUNCH YMF.COM
Redesign the existing YourMoneyFurther.com website to ensure it is a long-term consumer resource for researching and elevating credit unions.

When: June 2021

ATM NETWORK AFFILIATIONS & LOCATIONS
Show consumers your ATM locations both in the community and anywhere they happen to be.

When: January 2021

CREDIT UNION "MATCHER"
Development of a credit union "matcher" to send qualified consumers to your credit union based on your field of membership criteria.

When: February 2021

"HOW TO" CREATIVE GUIDE
Develop and provide your team with a guide on deploying the customizable campaign creative in your local markets (billboards, stadiums, TV, buses, etc.)

When: Ongoing 2020-2021

ESTABLISH SERVICE PROVIDER RELATIONSHIPS
Help you elevate your service offerings to consumers by establishing relationships with service providers. This will include exclusive pricing and discounts for contributing credit unions!

When: January 2021

CREDIT UNION AWARENESS EVENT
Create a Credit Union Awareness event in 2021 to connect contributors, elevate successes, and train and educate credit unions about the campaign.

When: TBD 2021

QUESTIONS?
Contact us at Awareness@cuna.coop

STAY TUNED FOR LAUNCH DATES AND AVAILABILITY.