OPEN YOUR EYES TO A CREDIT UNION®

CREDIT UNION AWARENESS

...and join the national effort to educate consumers on the value of credit unions.

OUR OBJECTIVE

Credit union awareness is a digital marketing initiative designed to increase consumer consideration and grow industry market share by educating consumers and promoting the credit union difference.

THE RESEARCH

98% Of consumers have heard of credit unions.

75% Of consumers surveyed would consider a credit union after viewing the campaign.

2 Consumer myths that block consideration are:
1) I can’t join.
2) Accessing my money may be hard.

THE FACTS

Banks outspend credit unions $43 to $1 in marketing.

Credit union market share has remained flat at 7% for more than 25 years.

cuna.org/awareness  YourMoneyFurther.com
CAMPAIGN GOALS

Credit Union Awareness is measured by the following key metrics:

- Increased consumer consideration of credit unions.
- Increased opportunities for credit unions to grow membership.
- Increased consumer awareness on access and how to join.

Go to cuna.org/awareness to learn more about the campaign.

THE CONSUMER JOURNEY

1. Consumers searching for financial needs online are identified.
2. Consumers are served digital ads promoting the value of credit unions.
3. Digital ads combined with your local promotions increase awareness and connect consumers to your credit union.

Learn more about the consumer journey by watching this short video.

OUR DIGITAL CAMPAIGN

- 664 million+ impressions
- 603 thousand clicks with an average CTR of 0.26%
- 216 million videos watched to completion.

“...We feel that this campaign helped us reach our milestone goal last year of obtaining more than 250,000 members.”

—Tricia Beeker, Marketing Director, Truliant FCU

Paid media campaigns drive an engaged audience to YourMoneyFurther.com.

- Visitors view an average of 2.18 pages and spend an average of 0:34 per session.

The campaign has driven over 1.2 million consumers to YourMoneyFurther.com.

When consumers are re-targeted, on average, 23% come back the same day.

When consumers are re-targeted, on average, 24% return within 7 days.

The top page for repeat visitors is “You Can Join.”

*Data as of 2019

cuna.org/awareness

YourMoneyFurther.com
JOIN NEARLY 1,100 CREDIT UNIONS OPENING CONSUMER’S EYES

Our support for Credit Union Awareness is a way of putting our money where our mouth is. We refuse to let this opportunity slip by without getting on board.”

—Maurice R. Smith, President & CEO, Local Government FCU

CREDIT UNION AWARENESS

We’re in an ongoing battle for positioning and relevance in the marketplace.

Join Credit Union Awareness to access:

+ Marketing resources, research, and guidebooks.
+ Co-brandable and customizable creative assets to connect the campaign to your credit union.
+ Our Facebook group and social media calendar.
+ Preferred listing on our consumer facing website, YourMoneyFurther.com.

The campaign is live in 24 states!

We’ve received over $50 million in pledged funds in just 18 months.

TWO GUIDELINES TO FUNDING

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<th>CU Asset Based Tiers</th>
<th>Annual Contribution</th>
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<td>$6+ billion</td>
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<td>$0 - $25 million</td>
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“By having every credit union participate, regardless of size, regardless of who they serve, together we can all lock arms and help more members join credit unions.”

—Laura Eblen, Director of Growth, Mazuma CU

OR

$1 per member

Learn more and see a listing of our current supporters: www.cuna.org/awareness/contributors

cuna.org/awareness
YourMoneyFurther.com