



MINNESOTA CREDIT UNION NETWORK

Marketing Update
April 8, 2020

Open Your Eyes Update – National Initiative

- CUNA has paused the digital ads as of March 20 due to Covid-19
- Plan to “retool and calibrate” the marketing assets
- Pause anticipated to last until mid-May
- Yourmoneyfurther.com remains live
- Credit unions participating in the Open Your Eyes to a Credit Union® campaign will have access to new social media tools and an updated messaging guide via the Contributor HQ portal

AmericasCreditUnions.org



Credit unions make a difference when they're needed most.



For too many Americans, financial insecurity remains one of life's greatest worries, and we see our members and communities feeling the weight of that during the

- Separately, CUNA has relaunched AmericasCreditUnions.org to share how credit unions are responding to the Covid-19 Crisis
- Audience is legislators and media

Minnesota Credit Unions Response

Reframe OYE messaging

Local response

Earned media strategy combined with paid Public Service Announcements

- Web and Radio throughout Minnesota
- At least 30 days, anticipate 60
- :15 radio spots
- COVID-19 Assistance and Help from Minnesota Credit Unions
- Supported by Financial Literacy Month Earned Media (with member content)

April Public Service Announcements



Statewide Web Banners

Via Tegna served on prominent positions on News Sites throughout Minnesota

~2,700,000 million impressions

1,000,000 MSP

1,700,000 Greater MN



MNN Statewide Radio

1.2 million impressions

80 stations across Minnesota –
outside the Metro

2-3 spots per day MNN for 30 days



WCCO Radio

:15 spots

3,000,000 impressions (70% Metro)

3x per day radio

Hosted Financial Literacy Forum

Key Messaging

- Credit Unions offer tools and products...
- Credit Unions have your back...
- Credit unions in your community...
- We're in this together...

- *Your deposits and savings are strong, safe and secure with Minnesota Credit Unions. All deposits are insured up to \$250,000 or more by the NCUA. Learn More: mncreditunions.org*
- *Minnesota credit unions are here for our members and communities. Across Minnesota, credit unions offer support to those impacted by the coronavirus pandemic. Visit mncreditunions.org*
- *Minnesota credit unions are stepping up to help their members navigate financial issues during the coronavirus disease outbreak. Visit mncreditunions.org*
- *We're in this together. Minnesota credit unions are invested in Minnesota. Credit unions have tools to help you and your family with financial issues related to the coronavirus pandemic. Visit: mncreditunions.org*



**WE'RE
IN THIS
*TOGETHER.***

MN CREDIT UNIONS



**CREDIT
UNIONS**

*supporting
your
community
during*

**COVID
-19**



**CREDIT
UNIONS**

***OFFER
FINANCIAL
TOOLS FOR
COVID-19***



CREDIT UNIONS *have your back*
during **COVID-19**

MN CREDIT UNIONS



**MN CREDIT
UNIONS**



MN CREDIT UNIONS



Sample Banner Ads

KARE 11

NewsWeatherSportsConnect

Q

RIGHT NOW
Minneapolis, MN » 63°

VOTE NOW

LAND OF 10,000 STORIES

GROW WITH KARE

VERIFY

KARE 11 INVESTIGATES

EXTRAS

WEATHERMIND

Coronavirus COVID-19

FACTS
NOT FEAR
CORONAVIRUS

CORONAVIRUS

CREDIT UNIONS
OFFER FINANCIAL
TOOLS FOR
COVID-19

MN CREDIT UNIONS

ACTUALIZACIONES: MDH confirma 1,069
casos de coronavirus, 34 muertes

Facts not fear: What the Midwest should
know about coronavirus

Coronavirus live updates: US Surgeon
General touts social distancing

Wisconsin voters head to polls Tuesday
despite stay-at-home order

Wall Street adds to its gains Tuesday as
hopes build for virus peak

Companies that are hiring in Minnesota
amid coronavirus

Here are the coronavirus cases confirmed in
MN, WI

Featured

COVID-19 IN MINNESOTA

83 NEW CONFIRMED CASES

1,069 TOTAL CASES

549 NO LONGER NEED ISOLATION

120 CURRENTLY HOSPITALIZED

24 DEATHS

CORONAVIRUS

Live updates: There are now over
1,000 confirmed coronavirus
cases in Minnesota

ACTUALIZACIONES: MDH
confirma 1,069 casos de
coronavirus, 34 muertes

CORONAVIRUS

Actualizaciones: MDH confirma 1,069 casos de
coronavirus, 34 muertes

FACTS
NOT FEAR
CORONAVIRUS

CORONAVIRUS

Facts not fear: What the Midwest should
know about coronavirus

1:32

AA

kare11.com

KARE 11

63°
Minneapolis, MN »

CORONAVIRUS

President Trump removes inspector general set
to oversee \$2 trillion stimulus spending

Glenn Fine, the acting Defense Department
inspector general and a veteran watchdog, had
been selected by peers last month for the oversight
position.


CREDIT UNIONS have your back
during COVID-19

MN CREDIT UNIONS

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hopes build for virus peak

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amid coronavirus

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MN, WI

MINNESOTA
CREDIT UNION NETWORK

Take Aways:



Download artwork – available for your use



Direct members to **mncreditunions.org** for resources



Send us your “credit union in action” photos

Open for Business theme

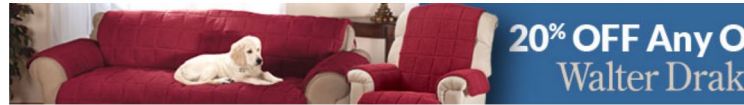
Staff members in action – serving through the drive up, call center, mobile etc.

Email photos to Julia – jmiller@mncun.org

Earned Media Strategy

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[for financial hit of \\$75M to pandemic](#) | [Nursing homes launch aggressive safety measures to control virus](#) | [Anoka County furloughing employees during pandemic](#) | [Trump removes watchdog tapped for virus rescue oversight](#)



20% OFF Any O
Walter Drak

BUSINESS

Banks, credit unions closing branches in response to coronavirus threat

Many drive-throughs, ATMs remain open, as well as mobile banking.

By Patrick Kennedy Star Tribune | MARCH 18, 2020 — 1:26PM



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TUESDAY
APRIL 7, 2020

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FOR BETTER CREDIT UNIONS TOMORROW

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Financial Literacy Month Launches, and It May Have Never Been More Timely

04/01/2020 09:16 pm

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PAUL, Minn.—April of 2020 may prove to be the most critical Financial Literacy month in history, as millions of Americans struggle with bills and lost paychecks resulting from the coronavirus pandemic.

Numerous organizations are seizing the opportunity to stress the importance of financial literacy, including the Minnesota Credit Union Network, which said in its state are "stepping up to help members and residents navigate the financial challenges brought about by the COVID-19 pandemic."

MnCUN noted a recent survey of credit union's response to COVID-19 found:

FINANCIAL LITERACY MONTH

LET DOLPHIN DEBIT PURCHASE YOUR ATM FLEET

- Recapitalize ATM assets
- Higher Uptime for Free Member Transactions
- Eliminate or Reduce Operating Expenses
- Eliminate Operational Hassle
- Free Up Staff to Focus on Core CU Business

Continue the conversation at [dolphindebit.com](#)

SKIP-A-PAY

Your members need a break from their loan payments.

- ✓ Hosted
- ✓ Member Driven
- ✓ Reduced Back Office
- ✓ Improved Revenue

We've got the solution.

Financial Literacy Month

- Weekly Press Releases and Social Media Posts on Financial Themes

Resources for Finances in Covid-19

Senior Fraud Prevention

Small Business Resources

Parent and Teacher Resources

Take Aways

Share your Financial Literacy month efforts



Share your press releases and earned media regarding Covid-19 efforts



We will share and highlight in social and earned media

Community Engagement: #CUFORWARD



MnCUN

Communications – Pulse newsletter, social media channels, and short videos to inspire action

Impact Collection – creating a survey to compile credit union actions and activities

Resource sharing –CU FORWARD webpage with examples, ideas and resources. Facilitate collaboration.



Credit Unions

Take a short video or photos of your community initiative.

Share them on social – use #CUFORWARD and tag @mncreditunions

If a credit union doesn't have social media channels – they can email their photo or video to Julia with a short description

Complete the new CU FORWARD survey