

MINNESOTA CREDIT UNION

SPECIAL FUNDS

As your state trade association, the Minnesota Credit Union Network works proactively to create the environment for credit unions to grow market share and demonstrate the CU Difference. To help achieve this goal, MnCUN has established restricted funds to strengthen our advocacy efforts on behalf of Minnesota's credit unions.

Credit Union Advocacy Fund

The Credit Union Advocacy Fund provides resources to strongly position credit unions on the legislative and political fronts. The Advocacy Fund is proactive in nature, helping to create a strong credit union environment and augment MnCUN's advocacy efforts. Funds are employed for certain purposes, which can include grassroots mobilization and organization building; enhancing direct lobbying; influencing decision-makers through public affairs and public relations; helping to maintain Credit Union House on Capitol Hill; and supporting the National Advocacy Fund. As a restricted fund, expenditures are governed by a committee of credit unions and MnCUN staff. Solicitation for the Advocacy Fund occurs each year in conjunction with the issuance of the Network's annual membership dues invoice, as well as on an as-needed basis.

Credit Union Awareness Fund

The Credit Union Awareness Fund is focused on increasing consumer awareness of credit unions, including but not limited to, commissioning research, working to expand media coverage and coordinating other visibility opportunities. Expenditures from this fund promote the benefits and value of credit unions, helping to spread the word that credit unions are the best financial choice for consumers.

As a restricted fund, expenditures are made in accordance with MnCUN's strategic plan, upon recommendations by public affairs consultants, the Awareness Fund Committee members and/or the MnCUN Board. Solicitation for the Awareness Fund occurs each year in conjunction with the issuance of the Network's annual membership dues invoice, as well as special campaign fundraising efforts.

The Minnesota Credit Union Foundation

As not-for-profit financial institutions, credit unions are focused on empowering individuals, families, and communities through financial education. The Minnesota Credit Union Foundation (MnCUF) provides grants, community partnerships, professional development and disaster relief to help the state's credit unions and communities prosper and thrive.

Founded in 1969 by the Minnesota Credit Union Network, MnCUF is a 501(c)(3) charitable organization governed by a seven-member board of directors from various Minnesota credit unions. Solicitation for the Foundation occurs each year in conjunction with the issuance of the Network's annual membership dues invoice, as well as special campaign fundraising efforts.

Engage and make an impact. Please consider supporting these funds and initiatives that help position credit unions as the best financial partner for Minnesotans and fulfill the "people helping people" philosophy.

MINNESOTA CREDIT UNION ADVOCACY FUND | 2020



The Credit Union Advocacy Fund provides resources to strongly position credit unions on the legislative and political fronts. The Advocacy Fund is proactive in nature, helping to create a strong credit union environment and augment MnCUN's advocacy efforts.



- Sponsorship of Minnesota's Hospitality Suite at the GAC and the GAC Luncheon for more than 100 Minnesota attendees.
- Election sponsorships in the 2020 election cycle. This included debates, web ads and election coverage to ensure that Minnesota Credit Unions' messages were in front of candidates during a tumultuous election.
- Minnesota support for Credit Union House in Washington D.C. Credit Union House is owned by state leagues and AACUL to provide an event center and meeting space on Capitol Hill.

Sponsorship of WCCO Radio Election Coverage

- The National Advocacy Fund, which is coordinated by CUNA, and finances grassroots advocacy, electoral polling, research, and partisan communications. National Advocacy Fund dollars have been deployed in Minnesota for election engagement, taxation polling and radio ads.
- Sponsorship of the Wrong About Everything podcast. Wrong About Everything is a fun, irreverent and bipartisan look at Minnesota and national politics. The podcast is listened to by legislators and public opinion leaders in Minnesota.
- Grassroots materials and collateral to demonstrate the CU Difference to lawmakers, including the new Working for Minnesota website.
- NASCUS Membership to enhance efforts to strengthen the state charter.



Members of the Minnesota GAC delegation met with NCUA Chair, Rodney Hood in early March 2020.

MINNESOTA CREDIT UNION AWARENESS FUND | 2020



Minnesota Credit Unions
Sponsored

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.

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An example of Facebook Open Your Eyes advertising reflecting COVID messaging.

A statewide consumer research study was conducted in August, and indicated fifty-two percent of non-credit union members age 18-34-years-old are likely to consider joining a credit union. This percentage has increased significantly since 2017, when Minnesota Credit Unions initiated a statewide Consumer Awareness campaign targeting this age group. Familiarity of credit unions among all ages increased 10 points in the past 18 months.

The Awareness Fund supports additional public affairs activities on behalf of Minnesota's Credit Unions:

- Managed the Credit Union News Channel to share credit union news more efficiently. Posted 146 stories have been published through and MnCUN influenced 100 earned media mentions through November.
- Partnered with Fluence Media to sponsor editions of "Morning Take," "Business Take," "Ag Take," and "Law Take," daily online news previews, which reach 10,000 influencers in Minnesota.

Expenditures from the Credit Union Awareness Fund support MnCUN's public affairs strategies, including public relations and media relations activities, research, and consumer awareness initiatives.

Minnesota was the first state to launch the national Open Your Eyes to a Credit Union Consumer Awareness Initiative. In the first year, the campaign met or exceeded its goals, and nearly 60% of Minnesota Credit Unions contributed financially to the 2020 Awareness Fund. Digital ads placed by CUNA for the Open Your Eyes campaign ran in 1st quarter from January through March 20 on social media. Transit ads continued in the Twin Cities market, and new messaging on transit was launched in Greater Minnesota markets.

In light of the Covid-19 crisis, the Minnesota Credit Union Awareness Initiative shifted strategy to focus on how credit unions are supporting their members and communities through the pandemic. This included paid Public Service Announcements on web, social media channels, and radio running throughout Minnesota.

The digital Open Your Eyes to a Credit Union® ads were relaunched late summer, and OTT ads were launched to supplement the online, social media and out of home campaign. To date in 2020, MnCUN has seen significant engagement from consumers in the paid media effort delivering over 43 million impressions to all corners of Minnesota.



Consumer Awareness initiatives garnered over 43 million impressions statewide.

MINNESOTA CREDIT UNION FOUNDATION | 2020

Focused on financial education and professional development initiatives, the Minnesota Credit Union Foundation is dedicated to providing the resources for credit unions and communities to prosper and thrive. Each year the Foundation commits to fund financial education grants and professional development opportunities for credit union staff and volunteers.

The following highlights the Foundation's efforts in 2020:

- Provided a \$65,000 grant pool to assist small credit unions with Pandemic Relief.
- Hosted third year of CUNA Enhanced Financial Counseling Certification Program (FiCEP) in Minnesota in partnership with Mark Lynch and CU Difference.
- Honored five Credit Union Builders.
- Two credit unions received Financial Education Grants to support the implementation of financial education projects.

FOUNDATION COMMITTEES

- The Minnesota CU4Kids Committee hosted the 25th Annual Minnesota CU4Kids Golf Tournament with over 80 golfers representing Minnesota credit unions and partners. The event raised \$17,271 and was the only event held this summer to benefit Gillette Children's Specialty Health Care in St. Paul.
- The Foundation Scholarship Council awarded \$20,000 in scholarships to 20 Minnesota credit union members and raised over \$15,000 for future scholarship awards through the annual Dice & Ice event.

