

Questions Answered:

Changes to the 2023 Minnesota Consumer Consideration Initiative

The Credit Union Consumer Awareness Initiative continues to evolve to bring credit unions additional value and ROI for their marketing investment, and more ways to engage with consumers. Based on credit union feedback, the program has several new enhancements and changes.

1. What is the difference between Standard and Premium versions of the program?

Standard access provides credit unions with a basic locator listing, access to Contributor HQ, and the benefit of paid and organic media efforts.

As a Premium participant, credit unions receive an enhanced customizable locator listing and landing page, marketing webinars, website insights and more opportunities to be featured with consumers in the credit union's geographic area. To see more details about what is included in each plan, please review the [Benefits by Plan](#) and [2023 Pricing](#) documents.

Both Standard and Premium participants are considered "Preferred" participants, which include visual differentiation in locator list and higher ranking than non-participants.

2. If we don't participate in the Standard or Premium program, is our credit union still listed on YourMoneyFurther.com?

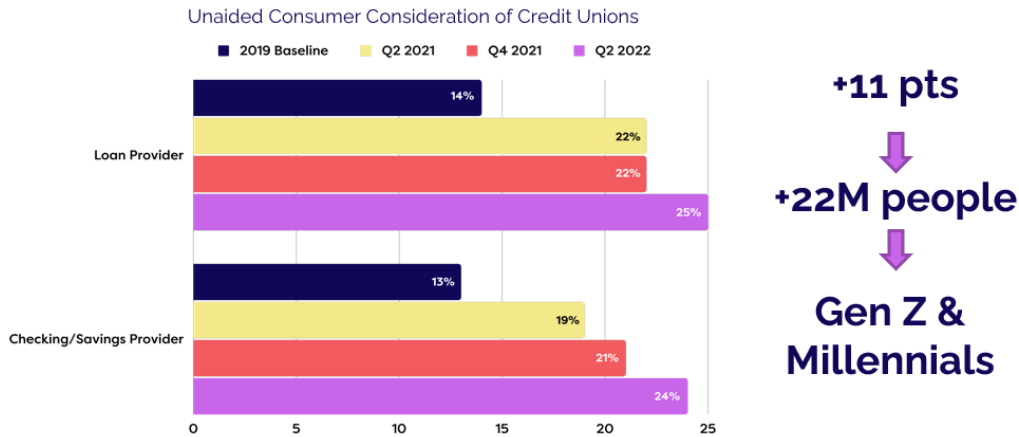
Yes, your credit union's name, address, phone number, and website address will be listed using NCUA data under the "More" tab. Being under the "More" list is less prominent to consumers, and it doesn't provide access to the full potential that a "Preferred" listing provides.

Preferred Default and "More" Tab

The screenshot shows the 'Your Money Further' website interface. At the top, there's a navigation bar with links for 'Personal Money Solutions', 'About Credit Unions', and a search icon. Below this is a large purple banner with the text 'Find a Credit Union'. Under the banner, there's a search bar with the zip code '90241' and a 'Use my location' button. To the right of the search bar is a 'Find a Credit Union Near Me' button. Below the search bar, there's a 'Within: 10 miles' dropdown and a 'Filter Results' button. The search results section shows 'Found 9 results'. The 'Preferred' tab is selected, displaying a list of results. The first result is 'Financial Partners CU', which is a 'YOUR MONEY FURTHER SUPPORTER'. It shows the address '9274 Firestone Blvd, Downey, CA, 90241-4810', phone number '(800) 950-7328', website 'www.focu.org', and 'Number of ATMs: 16' and 'Number of Branches: 15'. There's a 'Products & Benefits' dropdown and a 'View Full Details' button. To the right of the list is a map of Los Angeles. A red arrow points from the 'More' tab to the 'Preferred' tab, with a text box stating: 'Locator defaults to our preferred participants. Non-participants will be listed in the "more"'. The 'More' tab is currently selected, showing a list of results.

3. What are the programs key performance indicators/success measures?

We started our program by measuring success against the consumer consideration research baseline in 2019. We also have KPIs on paid media, organic media, website metrics and consumer traffic from YourMoneyFurther.com to credit unions' websites.



4. In the past Credit Union Awareness offered contribution recommendations, where credit unions could pledge based on their budget to become part of the program. Why has that changed?

Based on feedback from credit unions, we have expanded the program to help better complete the consumer journey more directly to participating credit unions. This change allowed for a more transparent and equitable pricing structure for everyone, moving away from a contribution/donation model to a participation and service delivery model.

5. How do I include my credit union this year?

[Check out the full list of benefits](#) and match with the plan that works best for your credit union. Select your subscription level by completing the [2023 Awareness Contribution Form](#). Please note registration and payments must be complete by **January 27, 2023**. Thank you to Wings Financial Credit Union for generously sponsoring a Standard level subscription for all MnCUN member credit unions \$100 million in assets and under.

With additional questions, visit mncun.org/awareness-campaign or contact MnCUN Vice President - Communications and Engagement [Andrea Molnau](#).