

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.



APPLY NOW!

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



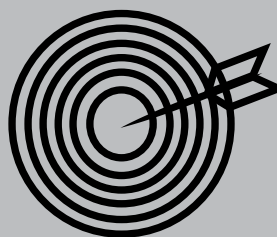
TRACK WEBSITE TRAFFIC FROM YOURMONEY FURTHER.COM

Create customized links (UTM Codes) to track consumer traffic from YourMoneyFurther.com to your website.



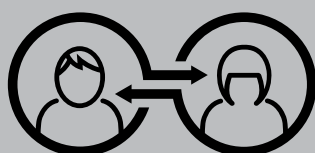
AUDIENCE SHARING TO MAXIMIZE ENGAGEMENT

Retarget more directly those consumers who visited YourMoneyFurther.com in your state and field of membership.



CREDIT UNION "MATCHER"

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



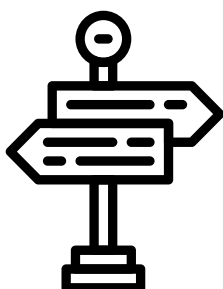
SOCIAL MEDIA INFLUENCERS

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



"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.)



ATM NETWORK AFFILIATIONS & LOCATIONS

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



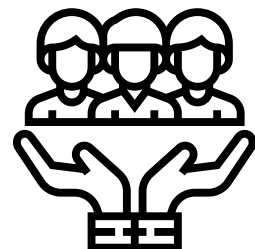
REDESIGN & RELAUNCH YMF.COM

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



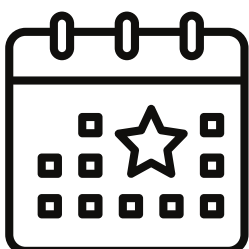
ESTABLISH SERVICE PROVIDER RELATIONSHIPS

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!



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.



Credit
Union
Awareness

QUESTIONS?

Contact us at
Awareness@cuna.coop

STAY TUNED FOR LAUNCH DATES AND AVAILABILITY.