

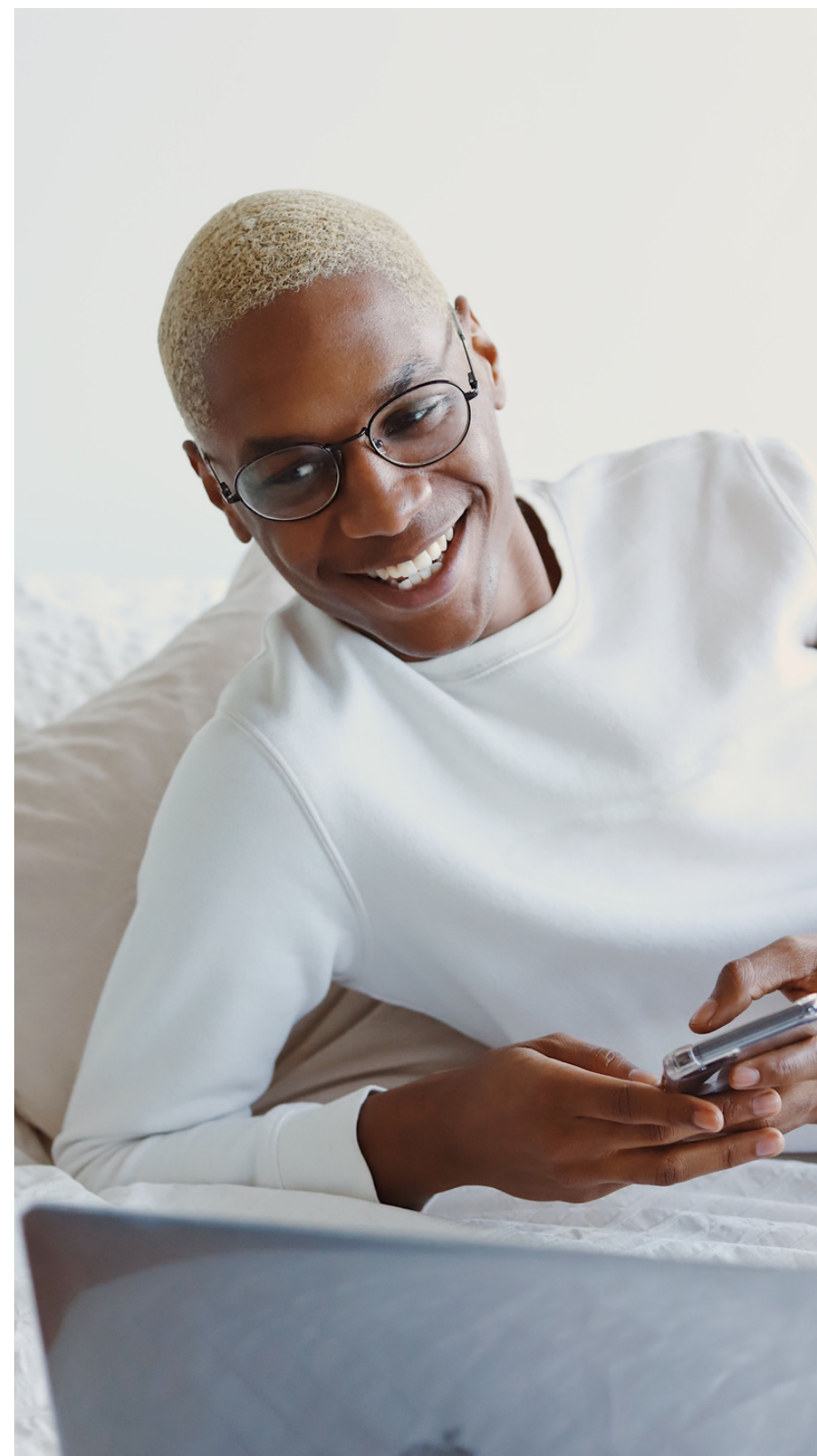
Engagement equity:

How credit unions
can celebrate
their digital-first
members.

Equity in engagement

Member appreciation days and in-branch offers have been a mainstay for credit unions, but their success typically relies on expected and/or encouraged branch traffic.

In an increasingly digital world, how can credit unions deliver equity in engagement?



Online appreciation days

Humanize your credit union's brand by hosting an online gathering.

Curate a full day's agenda with live-streamed events including meet 'n' greets with loan staff, 'Ask Me Anything' sessions with the CEO, and a Teller Line Talent Show!

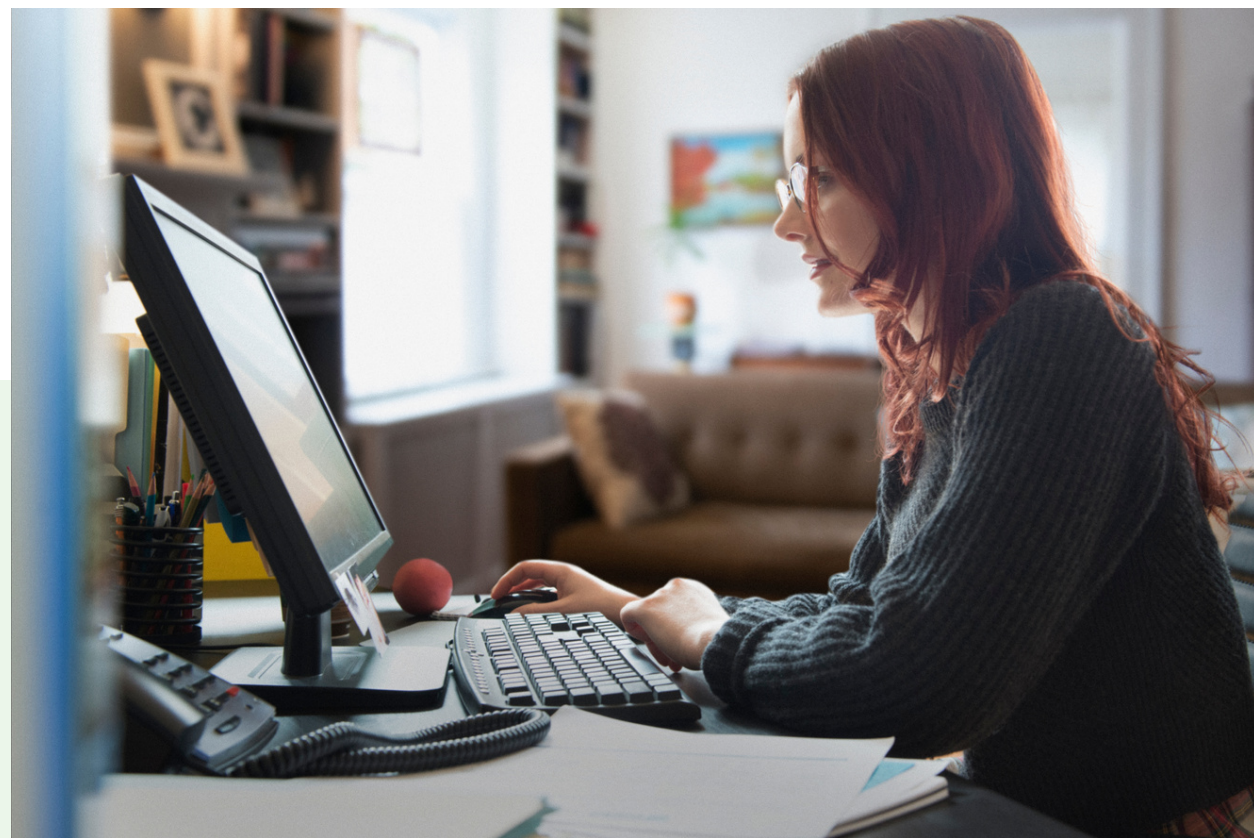
Each element will provide your credit union with engaging content to leverage across your marketing and communications channels long after the event itself concludes.



Exclusive online perks

Give thanks to your digital users with exclusive, time-limited online offers and perks.

Macroscopic trends like holidays, religious celebrations, graduations, sporting events etc. are useful angles to offer targeted small dollar loans, no-fee skip-a-pay, or cash back incentives for new credit card accounts opened online.



Philanthrop-E

Take your community giveback programs online.

Set-up online platforms where members can vote for charities your credit union will support. Just make sure the charities are strategically linked to your mission.



Business member marketplace

Strengthen your community, deepen brand loyalty and help your small business borrowers grow by celebrating their key milestones, listing products or highlighting their business' special offers in a dedicated online marketplace.



**78% of Americans prefer
to bank online.**

**Make sure you're
meeting them where
they are.**

Get in touch to discover how Mission Brands Consulting can help put your **mission** where your mouth is, and drive long-term financial growth for you and your members.

Mission Brands Consulting

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