

Engaging the Gen Z market

Avoiding the mistakes made
with millennials



Sam Plester
Founder/CEO
Mission Brands Consulting

**Mission
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Gen Z's global perspectives have been shaped by catastrophe...

Climate crises, political upheaval, social justice movements, the COVID-19 pandemic. This is a cohort that has demanded a better, more equitable future for everyone.

This has to be the Credit Union Generation.”

A lot of credit union
business is debit spend...

**Gen Z, more
than any other
generation, are
sweating the
small benefits.”**

**David Metz
CEO, Prizeout**



Nicolle Hood
Co-Founder & CEO
My First Nest Egg

“ Kids as young as three are either a saver or a spender and if you aren't helping them develop healthy money habits early, you're going to be breaking bad habits later...

In the next couple of years, it will be the norm for thriving credit unions to have embraced digital financial education programming.”

**Credit unions have an opportunity to become a trusted partner throughout Gen Z's entire financial journey by meeting them where they are:
on their phones.**

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Norm Patrick
Vice president
Advisors Plus

AI can democratize marketing power...

As credit unions invest more heavily in digitization, their institutional appetite to pursue innovation only grows. AI has the potential to be a great equalizer for credit unions.”

Ted Coy
Director of Innovation
Alabama Credit Union



**We need to make
sure that Black and
Brown Gen Zers are
not just represented
but are influential
within the system...**

They are literally the voice of
tomorrow's membership."

Renée Sattiewhite
President & CEO
African-American Credit Union Coalition