

Board Action Request

NWCUA Board Resolution in Support of the Awareness Initiative

Nov. 29, 2018

Background

Credit union market share is greater than 50 percent in the Northwest, and it stands just at over 30 percent nationwide. Nationwide, 110 million savvy consumers enjoy the benefits of credit union membership, while millions more Americans are missing out. Approximately two years ago, the CUNA Board appointed 16 industry thought leaders to serve on the Creating Awareness Advisory Committee to determine how to get more consumers to understand the value of CU membership and join. The Northwest voice on this national committee has been actively engaged since the inception.

The Committee commissioned national research by highly regarded Graeme Trayner of Glover Park Group (GPG). The national findings were released at the CUNA GAC in early 2018. It found that there isn't a consumer "awareness" problem – people know what a credit union is and admire their positive image. However, two myths are creating barriers to membership: a belief that not everyone can join, and a belief that being "local" means credit unions lag in technology and global access. Creative collateral including digital content and a messaging guide has been developed and continues to evolve. The initiative is not intended to supplant credit unions' brands, but to complement them and to create consistent messaging compelling membership growth.

To confirm regional research findings compared to national findings, the NWCUA contracted the same research firm and commissioned a companion research project in which 800 non-credit union consumers from Idaho, Oregon, and Washington were surveyed. The findings uncovered that only 2 percent of NW consumers were unaware of credit unions versus 5 percent nationally. Where we (both nationally and regionally) have opportunity for stronger messaging is around the fact that non-members thought they were not eligible to join and that credit unions are "just local" and cannot provide the breadth and convenience of services that national banks offer. The recommendations are that credit unions relentlessly primary-level message their global access and services, with community roots and impact as secondary-level message points.

The NWCUA Strategic Market Share Task Force is highly supportive of the research and the creative concept of "Open Your Eyes" as it provides tangible information to help map out a path to messaging and growing market share. NWCUA staff and Strategic Market Share Task Force members have been working together to map out what the rollout looks like in Idaho, Oregon, and Washington.

Recommendation

That the NWCUA Board of Directors resolve the following:

- The NWCUA Board fully supports the stated goals of the groundbreaking, research-backed CUNA Awareness Initiative and its Mission Statement:

To implement an ongoing, category-level consideration initiative that creates and sustains top-of-mind consumer awareness of and belief in credit unions as the best choice in financial services.

- That the Board believes that the brand platform of “Your Fantastic Future Faster” and its creative concept of “Open Your Eyes to a Credit Union” will resonate with American and Northwest consumers and will present a modern image for the credit union category.
- That the Board supports the targeted and intentionally ambitious goal of raising \$100 million over the next three years by symbolically allocating funds to the goal.
- That the Board strongly encourages credit unions of all asset sizes and business partners to actively participate in the Awareness Initiative, including through sustainable, long-term financial support.
- That the Board recognizes this is a unique opportunity for the credit union movement to appeal to consumers. We will achieve success by working together toward a shared goal. The enthusiasm, dedication, and resources of the entire credit union movement will result in a brighter financial future for consumers, now and in the future.

Action

- Motion to approve the resolution in support of the National Awareness Initiative and the “Open Your Eyes to a Credit Union” Campaign.