Engaging Your Credit Union in Advocacy Efforts

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How it all started

• Member advocacy wasn’t always a priority
  – One off advocacy email campaigns
    • Sometimes drafted by CU management
    • Sometimes came from CUNA
• CUNA launched MAP at GAC in 2015
• We joined almost immediately
Getting Involved With MAP

THE POWER OF MEMBERSHIP
People who consider themselves “members” are 89% more favorable toward credit unions over banks. However, people who view themselves as “customers” are only 67% more favorable.

CREDIT UNION BRAND
Nothing is more powerful than your credit union’s brand to deliver advocacy and political action messages to members.

STRONG BOND
Members who receive advocacy outreach have a stronger bond to their credit union.

EXPAND WALLET SHARE
82% of members who receive advocacy outreach from their credit union want to do more business with their credit union.
# How MAP Works

## 1. Sign Up
Go to cuna.org/map to sign your credit union up for MAP.

## 2. Plug-and-Play Content
CUNA provides plug-and-play content and tools to deliver advocacy messages to your members on key issues.

## 3. Your Brand = Credibility
You send advocacy messages to your members on critical state and federal issues using your credit union’s brand.

## 4. Strengthen Your Connection with Your Members
As your members learn about the issues and take action, their connection to your credit union grows stronger.

## 5. Increase Wallet Share
Members who participate in advocacy want to do more business with their credit union.
Dear %FirstName%,

On November 8th, Americans will elect the 45th President of the United States. Credit unions around the country are joining together to make sure the voices of our members are part of the national discussion as the candidates debate their plans for the economy.

A MESSAGE FROM THE PRESIDENT: A strong middle class depends on strong credit unions.
MAP Campaigns

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stop the Data Breaches</td>
<td>April, 2015</td>
</tr>
<tr>
<td>Stop the Data Breaches: Data Security Act of 2015</td>
<td>May, 2015</td>
</tr>
<tr>
<td>A strong middle class depends on strong credit unions</td>
<td>October, 2015</td>
</tr>
<tr>
<td>A strong middle class depends on strong credit unions</td>
<td>February, 2016</td>
</tr>
<tr>
<td>Ease the Burden</td>
<td>May, 2016</td>
</tr>
<tr>
<td>We're talking about a stronger middle class</td>
<td>October, 2016</td>
</tr>
</tbody>
</table>
## MAP Statistics

<table>
<thead>
<tr>
<th>Email Type</th>
<th>Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAP Email Average Open Rate</td>
<td>23.39%</td>
</tr>
<tr>
<td>Newsletter Average Open Rate</td>
<td>25.39%</td>
</tr>
<tr>
<td>Notification Open Rate</td>
<td>31.10%</td>
</tr>
<tr>
<td>All Email Average Open Rate</td>
<td>26.46%</td>
</tr>
</tbody>
</table>
Investing in MAP

• Financial Investment: Almost nothing
• Time Investment:
  – 3-4 hours to set up 1st campaign & template
  – 1-2 hours for each subsequent campaign
    • Plugging in content
    • Scheduling
    • Reporting
Sign Up for MAP

• CUNA.ORG/MAP
Engaging Employees

• Part of our mission is that “The People at People’s Trust will be active advocates in the credit union movement”
• What could we do to actively live our mission?
Employee Co-Op Club
Employee Co-Op Club

• Voluntary “club” for employees to join that furthers the Credit Union Movement, especially advocacy, and gives them benefits not afforded to all employees

• Started in July, 2008 leading up to the election
Employee Co-Op Club

• Run by a non-management employee
  – Leadership experience & access to senior management
  – Responsible for recruitment and communications
• About 58% employee participation. Has been as high as 69%
• Tiered membership levels
Employee Co-Op Club

Membership Requirements
• People’s Trust membership
• Annual donation to People’s Trust Foundation
• Payroll deduction donation to PACs. (50/50 between state & federal PACs)

Employee Benefits
• Jeans/tennis shoe days
• Time off
• Employee Credits
• Free chapter meetings
• Annual reception with CEO
• Exclusive opportunities for conferences
PAC Contributions

• Over $33,000 donated to the state and national PACs since inception!
Putting Your Own Employee Advocacy Group Together

• Make it easy!
• Make it attractive!
• Make it affordable!
• Don’t reinvent the wheel!

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