Lead with a Cause: Make Your Community Work Your Brand

How community impact can drive mission, strategy, and growth in the credit union of the 21st century
Indosole, a certified B Corp, purchases used tires and turns them into stylish and functional shoes.
People want to align with ethical companies that will get the job done and represent their core values.

Consumer Preference - 90% of U.S. consumers say they would switch brands to one associated with a cause, given comparable price and quality.

Cone Communications/Ebiquity’s 2015 Global CSR Study

Source: 1st Financial FCU
St. Louis, MO
People want — and expect — businesses to think about their impact on the broader world.

66% of global respondents are willing to pay more for sustainable goods, up from 55% in 2014 (and 50% in 2013). Nielsen's The Sustainability Imperative
Younger generations demand that companies show an authentic, unique voice when it comes to their value identity. Six out of 10 Millennials said a sense of purpose is part of the reason they chose to work for their current employer. The Millennial Survey 2015 (Deloitte)
THE Credit Union
DIFFERENCE
The 3 C’s of Cause Marketing

1. Core Focus
2. Commitment to Transparency
3. Communicate Memorably
The 3 C’s of Cause Marketing

1. Core Focus
2. Commitment to Transparency
3. Communicate Memorably

➤ The Miller Group
The ART of the Core Focus
Core Focus

Authentic
Your culture will deliver on it

Relevant
Aligned with members’ passions

Themed
Simple to understand
Authentic
Your culture will deliver on it

Core Focus

Relevant
Aligned with members’ passions

Themed
Simple to understand
Walmart is asking us to donate food to our coworkers. Why can’t Walmart pay us enough so we can feed our families?

“If I made $25,000/yr, I wouldn’t have to rely on food stamps.”

-Jamaad Reed
Cincinnati, OH
Walmart Associate
You are a Citizen of Point West

Join Point West
Financial equity is not for a select few. We welcome all people, especially those who have been turned down elsewhere. Join today!

Get Involved
We are proud to be able to support many local charities and groups through partnerships in our community. Join us as we give back!

Learn and Grow
Point West is committed to providing resources to benefit our membership. With access to a multitude of tools and tips, you'll never be left in the dark!
Point West's Declaration of Beliefs

Citizens of Point West
We always have been and always will be a safe space for anyone who needs it. Walking in our doors makes you a Citizen of Point West.

People Helping People
We treat all people with respect and dignity and offer honest service, without prejudice. This has always been our standard and nothing will change that.

Banking without Borders
Where you were born should not determine how you live. We offer lending and services to immigrants and all members of the Hispanic community, and we have been awarded the prestigious Juntos Avanzamos designation.
Core Focus

Authentic
Your culture will deliver on it

Relevant
Aligned with members’ passions

Themed
Simple to understand
DON'T BUY THIS JACKET

COMMON THREADS INITIATIVE

REDUCE
WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR
WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE
WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on

RECYCLE
WE will take back your Patagonia gear
that is worn out
YOU pledge to keep your stuff out of
the landfill and incinerator

REIMAGINE
TOGETHER we reimagine a world where we take
only what nature can replace
Core Focus

Authentic
Your culture will deliver on it

Relevant
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Themed
Simple to understand
Take Action

Brainstorm as an executive team around an impact theme you could commit to publicly that scares you...just a little

Sample ideas:
- Carbon neutral operations
- Every member transaction ties to a donation
- Pre-kindergarten readiness for every child in your city
- Every employee volunteers 1x/year with a member and shares on social media
- Public member voting on key causes
Commitment to Transparency
PEOPLE USING BUSINESS AS A FORCE FOR GOOD
PEOPLE USING BUSINESS AS A FORCE FOR GOOD

PEOPLE HELPING PEOPLE®
With pride, credit unions speak about making meaningful impacts in their communities ... [But] no credit union interviewed has:

1. Quantified the role and impacts of the credit union and its members
2. Compared its impacts priorities with the objectively known needs of its members and community
3. Developed a robust set of sustainability goals and metrics

In short, credit unions do a poor job showing their own impact.
Community

Impact
<table>
<thead>
<tr>
<th>Credit Union Asset Size</th>
<th>Requirement(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $50 million</td>
<td>Maintain a basic written liquidity policy that provides a credit union board-approved framework for managing liquidity and a list of contingent liquidity sources that can be employed under adverse circumstances.</td>
</tr>
<tr>
<td>$50 million or more</td>
<td>In addition to the requirement above, have a contingency funding plan that clearly sets out strategies for addressing liquidity shortfalls in emergencies.</td>
</tr>
<tr>
<td>$250 million or more</td>
<td>In addition to the requirements above, establish access to at least one contingent federal liquidity source: the Federal Reserve Discount Window and/or NCUA's Central Liquidity Facility (CLF).</td>
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</tbody>
</table>
## B Impact Report

**Certified since:** October 2014

<table>
<thead>
<tr>
<th>Summary</th>
<th>Company Score</th>
<th>Median Score*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Workers</td>
<td>35</td>
<td>18</td>
</tr>
<tr>
<td>Customers</td>
<td>18</td>
<td>N/A</td>
</tr>
<tr>
<td>Community</td>
<td>30</td>
<td>17</td>
</tr>
<tr>
<td>Governance</td>
<td>14</td>
<td>6</td>
</tr>
<tr>
<td><strong>Overall B Score</strong></td>
<td><strong>103</strong></td>
<td><strong>55</strong></td>
</tr>
</tbody>
</table>

80 out of 200 is eligible for certification
Of all businesses that have completed the B Impact Assessment
Median scores will not add up to overall
“If you commit to measuring and improving your impact the way you do your financial results, you will amplify your success”
THE GOAL: ZERO LANDFILL

Our goal is to cut our landfill to zero. Here’s how we’re getting to zero waste:

We send over 750 tons of spent-brewing-grain to organic dairy farmers in the Willamette Valley for cattle feed.

Not counting that spent grain, we recycle or compost 85% of our waste, with only 11% going to landfill. Counting the grain, we divert 98.6% of our waste from landfills!

We work with local companies such as Urban Gleaners and Organic Valley Coop to distribute usable food and reusable materials.
Take Action

Take the B Corp Quick Impact Assessment and benchmark against other social enterprises: [http://bimpactassessment.net/localfirst](http://bimpactassessment.net/localfirst)
Communicate Memorably
Beyond Service and Low Fees: The Definitive Guide to Credit Union Cause Marketing

There are over 5,000 credit unions and over 5,000 community banks in the United States. What makes yours different from the rest?

Credit unions consistently fall back on six generic brand "differentiators":

- Friendly customer service
- Low fees
- Personal client relationships
- Local origins
- The credit union mission
- Community service

But the truth is, while these qualities may differentiate your business from a mega bank, they are not enough to make your credit union stand out from other credit unions or community banks.

Punk Rock Marketing: How a business can stand out and build raving fans in a commodity industry — Podcast

What does punk rock have to do with marketing? Find out in this podcast with Jenelle Isaacson, CEO of Living Room Realty, one of the fastest growing real estate companies on the West Coast. Jenelle shares what she learned about marketing from being a punk rocker, how she gave up control to her agents to find the stories that resonated in her community, and why it’s better to own a niche than nothing at all.
Credit Union

Hardtimes
Sickness
Financial Distress
TOMS

CHANGE THE WORLD

<one PAIR at a TIME>

SHOP NEW ARRIVALS

WITH EVERY PRODUCT YOU PURCHASE, TOMS WILL HELP A PERSON IN NEED. ONE FOR ONE®.
Q&A

Take Action
Sign up for our podcasts and articles at www.PixelSpoke.com/credit-unions

cameron@pixelspoke.com