

Six Free Webinars on Attracting Youth & Young Adults

This series is exclusively for participating REAL Solutions® credit unions and leagues.



CU Tomorrow Serving Young Adults

In Collaboration with
National Credit Union Foundation and
Filene Research Institute.

Did you know... The average age of American credit union members is 47 years of age?

Did you know... As recent as 2007, only 19% of young adults (18 to 34 years of age) report using a credit union most frequently for financial services? *This compares to 57% who more frequently use a bank.*

“Every day that credit unions delay a well-thought out strategy is another day their competitors gain in cementing a relationship with this demographic.”
*Jinkook Lee, Professor
Consumer Science, Ohio State University*

Further More... Convenience is the primary deciding factor for these young members. They want convenient locations and hours, drive through services, ebanking and epayment. Secondly, they choose a credit union for access to the right products and services.

Program Schedule

Webinars will be held at 3:00 p.m. Eastern time.

Call Instructions: Please Dial: 800.914.3397 Password: 214915

Download material from <http://www.realsolutions.coop> prior to each call.

September 17, 2009 – **Introducing CU Tomorrow**

What is CU Tomorrow all about? Why should credit unions reach out to young adult members? Learn ways to reach this market.

October 15, 2009 – **Goals, Tests and Focus Groups**

Explore an interactive self assessment tool used by FRI available to webinar participants. Explore young adult focus groups.

November 19, 2009 - **Transaction products and Loans**

Focus on various transaction and loan products important to the young adult market.

December 10, 2009 – **Recruiting and Retaining Young Leaders**

Learn ways to attract talented young professionals and younger volunteers.

January 14, 2010 – **Social Media and What's Next in Online Delivery**

Improving delivery channels already used by participating credit unions and the importance of social media.

February 11, 2010 – **Solutions for Generation Debt**

Delve into the emerging needs of this generation.