

Dear WOCCU Supporter:

We are pleased to have you as a WOCCU Supporter, directly impacting international credit union development through the World Council of Credit Unions. In addition to advocating for credit unions worldwide, WOCCU works to build self-sustaining financial cooperatives allowing people to work themselves up and out of poverty. We deeply appreciate your donation and will put it to good use!

Now more than ever, it's important to show your community the "credit union difference" first hand and leverage every marketing opportunity to gain maximum value and exposure. In order to help with this effort, we've created the WOCCU Supporter Marketing Kit, designed to provide simple ideas and quick templates that will help you capitalize on your support for the international movement in your own marketing efforts. Enclosed you will find:

1. Marketing idea tip sheet
2. Sample news release
3. Sample credit union newsletter story
4. Case studies to use for meetings, articles and legislator visits
5. Logos and ads for your website and newsletter
6. Teller window poster to use in your credit union

As you develop your marketing plans and materials, please visit our website at **[www.woccu.org/marketing\\_support](http://www.woccu.org/marketing_support)** (and use password **supporters12** to log in) or contact me with any questions. Thank you again for taking this direct step to support international credit union development!

Sincerely,

Valerie Breunig  
Worldwide Foundation Executive Director

Enclosures

**P.S. Drop me a line as you discover new ways to let your members know about your involvement. I'd love to share your ideas with other WOCCU Supporters in next year's kit!**



## Ideas for marketing your WOCCU Supporter status

**Tell your members how you support WOCCU's important work with the following ideas:**

1. **Newsletter story or ad.** Include an article or ad in your next member newsletter. Sample articles and ads are included in this kit and available online at [www.woccu.org/marketing\\_support](http://www.woccu.org/marketing_support).
2. **Website.** Ask your web master to include the "Proud Supporter" logo on your website to showcase your support. To maximize the impact include a new release with a quote from someone at your credit union with international experience. Sample news releases and the "Proud Supporter" logo is available on our website at [www.woccu.org/marketing\\_support](http://www.woccu.org/marketing_support).
3. **Signage at your credit union.** When you become a WOCCU Supporter, you receive a recognition certificate and a piece of international artwork annually. Display these in your lobby or as a group to show your ongoing support. We also have a poster available online at that explains to your members your involvement with WOCCU. Visit [www.woccu.org/marketing\\_support](http://www.woccu.org/marketing_support).
4. **Membership Tie.** Do you have members recently new to the U.S.? Reaching out to immigrant communities may help your board, staff and members better understand the needs of this potential membership group. Consider activities that use your WOCCU Supporter status to help you connect and better appreciate how credit unions help people. Consider the following activities:
  - Relate your credit union's annual meeting theme to international development — include stories found in this kit about international people helped by credit unions, use international art in your annual report or meeting invitations and have an international outreach speaker, new immigrant member or a board member who has traveled internationally speak at the meeting.
  - Focus one issue of your newsletter each year on international development — include information on new immigrant groups you serve, write a feature story about a new member and share international credit unions stats. Current stats can be found at [www.woccu.org/statreport](http://www.woccu.org/statreport).
5. **Integrate into your marketing plans.** Get creative! For example, if your ads show a series of members talking about their experiences, tailor one ad to focus on a member from a different culture. If your public relations efforts include working with school groups, discuss the role credit unions play in alleviating global poverty.
6. **Involve your members.** Play a video about the international credit union movement in your lobby; place "Small Change" boxes by your teller stations to fundraise through your membership (available by emailing [foundation@woccu.org](mailto:foundation@woccu.org)); and celebrate International Credit Union Day each October (free materials can be found at [www.woccu.org/icuday](http://www.woccu.org/icuday)).

## Attract prospective members by including in your public relations efforts:

1. **News releases.** Leverage your WOCCU ties with newspapers, magazines, radio and television stations in your membership area. Follow up with editors and ask if they can use your story or need more information. Don't forget to send your release to any SEG sponsors and colleges who have newsletters or websites. A sample news release is available at [www.woccu.org/marketing\\_support](http://www.woccu.org/marketing_support).
2. **Pitch a story directly to the editor.** Tell your local business editor(s) about your credit union's role in international development and/or new immigrant assimilation would make a great story idea. Offer an interview with your CEO or board member and later request reprints to frame in your lobby or include in your newsletter.
3. **Philanthropy.** If you choose an annual charity to benefit from special activities, consider designating the Worldwide Foundation for Credit Unions as this year's charity. You can choose a specific project or country to benefit, or simply designate your funds to help start new credit unions in developing countries. Make this fundraising effort a part of your International Credit Union day activities.
4. **Expert positioning.** Keep your eyes open for any presentation opportunities on international work, financial services or how credit unions alleviate poverty both in the U.S. and abroad. Many civic associations, business magazines and special groups regularly hold panel discussions or presentations on various topics. Step forward and be ready to tell the credit union story.
5. **And More!** Let your creative genius come out and brainstorm ways with your team on how to get the most traction from your much appreciated contribution.

## Let us give you a head start!

Please see the samples below to use as a starting point and modify as needed to suit your needs.

### 1. Sample News Release

Ideal for local consumer media, particularly any you advertise with. Be sure to send to newspapers, radio and television stations in your membership area. Be sure to follow up with a phone call and offer your CEO or board members for interviews on what credit unions are doing for the working poor throughout the globe.

#### For Immediate Release

Date: \_\_\_\_\_

For More Information:

Your Name: \_\_\_\_\_ Credit Union Name: \_\_\_\_\_  
Your Phone: \_\_\_\_\_ Your E-Mail: \_\_\_\_\_

#### **Your Credit Union** Helps Alleviate Poverty in Developing Countries

Everyone deserves access to affordable financial services, but unfortunately too few have it today. **Your Credit Union and location**, made a direct step helping people in developing countries access saving and credit services to lift themselves out of poverty.

**Your Credit Union** has committed to becoming a 2012 Supporter of the World Council of Credit Unions (WOCCU). For more than 40 years WOCCU has been at the forefront of alleviating poverty around the world. Credit unions provide a not-for-profit, self-sustaining structure that enables people to end the cycle of poverty.

WOCCU has completed credit union development projects in 71 nations ranging from Afghanistan and Bolivia to Kenya and Uzbekistan. With support from **Your Credit Union**, credit unions can help the working poor in the most hard to reach places.

To learn more about international credit union development, call **Your Credit Union** at \_\_\_\_\_ or visit [www.woccu.org](http://www.woccu.org).

#### Potential Side Bar Article

For more information contact: Valerie Breunig, WOCCU, [vbreunig@woccu.org](mailto:vbreunig@woccu.org)

#### How Can Credit Unions Help?

“Financial services merit a place alongside education, health and infrastructure as one of the pillars to a peaceful world,” said James Wolfensohn, former president of The World Bank.

Credit unions can provide the fourth pillar necessary to bring all countries to their development potential. World Council of Credit Unions (WOCCU) works with individual credit unions such as **Your Credit Union in location**, to build local credit unions around the world, helping alleviate poverty and leading to a more peaceful world. While building these individual credit unions worldwide, WOCCU also acts as a social change agent:



- During Central American conflicts of the 1980s and 1990s, Guatemala's credit union system continued to operate democratically. When conflicts finally ended, WOCCU was there to help credit unions jumpstart rural economic activity.
- WOCCU was there as Eastern Europe emerged from communism in the 1990s. As large state enterprises closed doors and laid off workers, WOCCU helped credit union provide members with resources to embrace entrepreneurial opportunities.
- After the most brutal genocidal wars in Africa's recent history ended in Rwanda, WOCCU again was there to get financial services to the people who needed them the most. When it was time to rebuild, the government looked to local credit unions to restore a shattered economy; it was in these credit unions Tutsis and Hutus sat down and began to work together again.

Members of the World Council include 43 regional and national credit union associations, cooperative associations and business service organizations. Together, the vision of "Improving people's lives through credit unions" enables millions of people to grow by providing access to affordable financial services. Today, credit unions in 100 countries provide more than 188 million people worldwide with an opportunity to grow through access to safe savings, affordable credit and the chance for a better tomorrow. For more information on credit unions contact **Your Credit Union at \_\_\_\_\_**.

## 2. Sample Newsletter Article

### **Your Credit Union** Helps Internationally and at Home

Daysi Flores secured her family's freedom from poverty by leveraging her credit union membership with used greenhouse supplies. Daysi lives in Ecuador's El Quinch region, where cut flowers are the second largest export and there are many large flower factories. These flower factories use large plastic tarps that cover the growing green houses.

Daysi used her first credit union loan to launch her own full-circle recycling business. She contracts to buy damaged plastic tarps and hoses from several greenhouses. She then trucks these supplies to a recycling center, where they are melted into new sheeting. The new plastic sheeting is then sold to other local greenhouses.

Daysi is just one example of people around the world lifting themselves out of poverty through credit union membership. **Your Credit Union** supports development of credit unions in developing countries around the world through its support of World Council of Credit Unions (WOCCU).

Daysi is now in her second loan cycle of \$300. Without the start-up capital from the group organized by WOCCU and supported by credit unions such as yours, she says she would not be able to support her family with this recycling business.

Many credit union members around the world are working to lift themselves out of poverty. **Your Credit Union** is proud to be a 2012 WOCCU Supporter.





## Credit unions at the forefront!

### Victims of conflict



Marzia is a widow in Afghanistan who has three children and was left with no income to support her family after her husband died during the war. To make ends meet she borrowed \$500 from the Balkh Savings and Credit Union and used her small family mud oven to start a bakery business. Her children sell the bread at the market and together they support themselves. Marzia joined the credit union when it first opened and has already taken out three different loans. She is proud and grateful to be a credit union member and continues to build up her savings and share deposits as she expands her business.

### Access to basic financial services

In Sri Lanka, getting a bank loan requires collateral and salary slips, making loans nearly impossible for fisherman, like Sebastian Lusion, who sell their catch for cash each day.



Thanks to a credit union loan, Sebastian was able to repair his boat and continue providing for his wife and three children.

### Reaching the unbanked



In Tehuipango, a rural community in the mountains of southeastern Veracruz, Mexico, María Julia Cabrera Calihua owns a small grocery shop just outside her home. She earns an average of 20 – 30 pesos per day. With very little collateral and no access to financial services — except a relative who charged her 3,000 pesos in interest on a 2,000 peso two-month loan — it was difficult for María to access credit to expand her business or make improvements to her one-room home. Through the help of a WOCCU program, Caja Zongolica credit union started serving Maria's village by sending a field officer on a motorcycle once a month to conduct business. Now as a credit union member, Maria has a 2,000 peso loan to increase her shop's inventory and will pay 420 pesos in interest over one year — a rate similar to those offered by banks, but even more affordable with no time or money spent on travel costs.