



The Millennial Movement:

Engaging & Sustaining Young People in Credit Unions



Millennials Defined, Explained, Illustrated

<https://vimeo.com/144293286>

CUNA Millennials Video:

<https://vimeo.com/171004950>



Benjamin Janzen

Stewardship in Action Advisor
at Mennonite Savings and
Credit Union (MSCU)

Solving the Millennial-CU Disconnect

- Price
- Transparency
- Sense of Value
- Connection

Solving the Millennial-CU Disconnect

- Which strategies are successful?
- What will work for your credit union?



Darren O'Reilly

Business Development &
Marketing Manager at Member
First Credit Union

Millennials vs. Credit Unions

Where is the disconnect?



Overview

- ✓ Targeting Social Groups, instead of Life Stages
- ✓ Driving 'Millennial Business' via Social Media
- ✓ Social Media Top Tips
- ✓ Influencer Marketing

Targeting Social Groups, instead of Life Stages

Traditional



Marriage



Home Purchase



Starting a family

"Will they ever grow up?"

Non Traditional



Travel



Career
Driven



Location
Independent

**39%
INCREASE IN
NEW MILLENNIAL
MEMBERS**

**50%
MEMBERS
AGED UNDER
35YRS**

**Young &
Free
Personas**

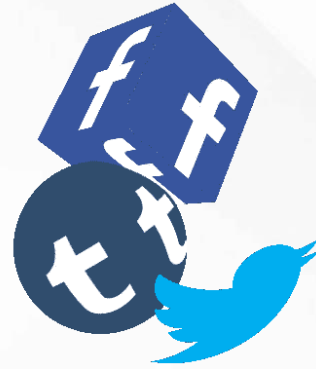


**25%
INCREASE IN
LOANS TO
MILLENNIALS**

**Member First
Stats**

Driving 'Millennial Business' via Social Media

- Rulers of the Social Kingdom
- Its in the name - be social!
- You need to offer a Value Proposition
- Your value should be intrinsic
- How? Accept that your product is nothing but a means to an end and focus your content on the end



**69% Increase in
followers**

**200% Increase in
engagement**

**€2k Ad Spend =
€2.1m Loan
Leads** (Conversion 33%)



TRAVELLING
ON A BUDGET

member First
CREDIT UNION

Influencer Marketing

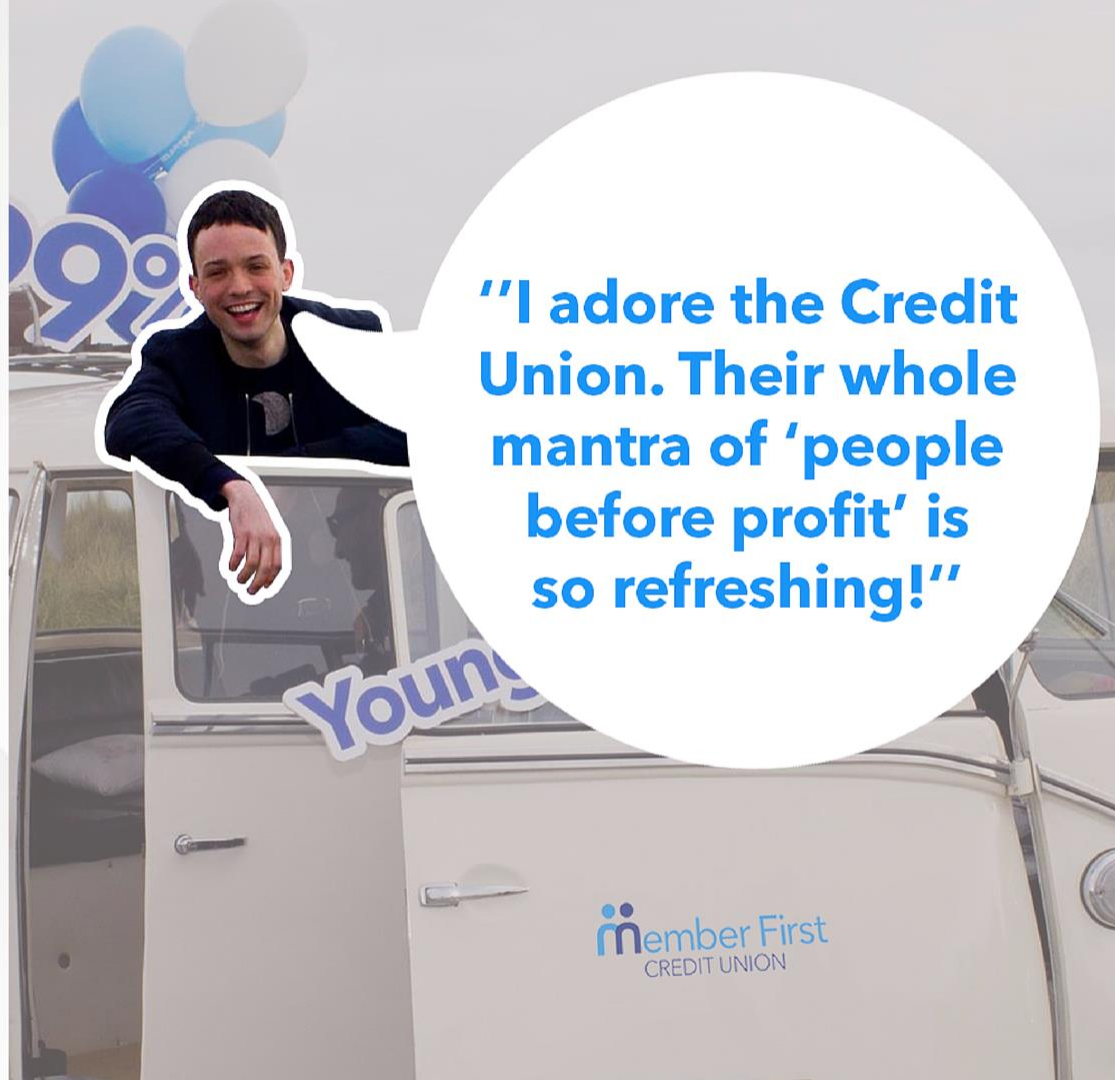
- Break through the noise of a connected world
- Online Social Media Personalities
- The Oprah Winfrey Effect driven by the Average Joe
- Native Advertising and currently in Arbitrage
- Amplify our message and seduce the Millennial Audience



**Irish Audience of
50,000+
17 – 24 Years**

**5,000 Website
Hits**

**Sales target
reached
< 3 Weeks**



"I adore the Credit Union. Their whole mantra of 'people before profit' is so refreshing!"

**Stop waiting for
millennials to
grow up!**

Target Social Groups

**Drive Business on
Social Media by
offering a value
proposition**



**Avoid the noise
– Influencers as
a channel to
better reach
this generation**

YOU!



Henrique d'Azevedo Canal

Loan Products Coordinator,
Sicredi, Brazil

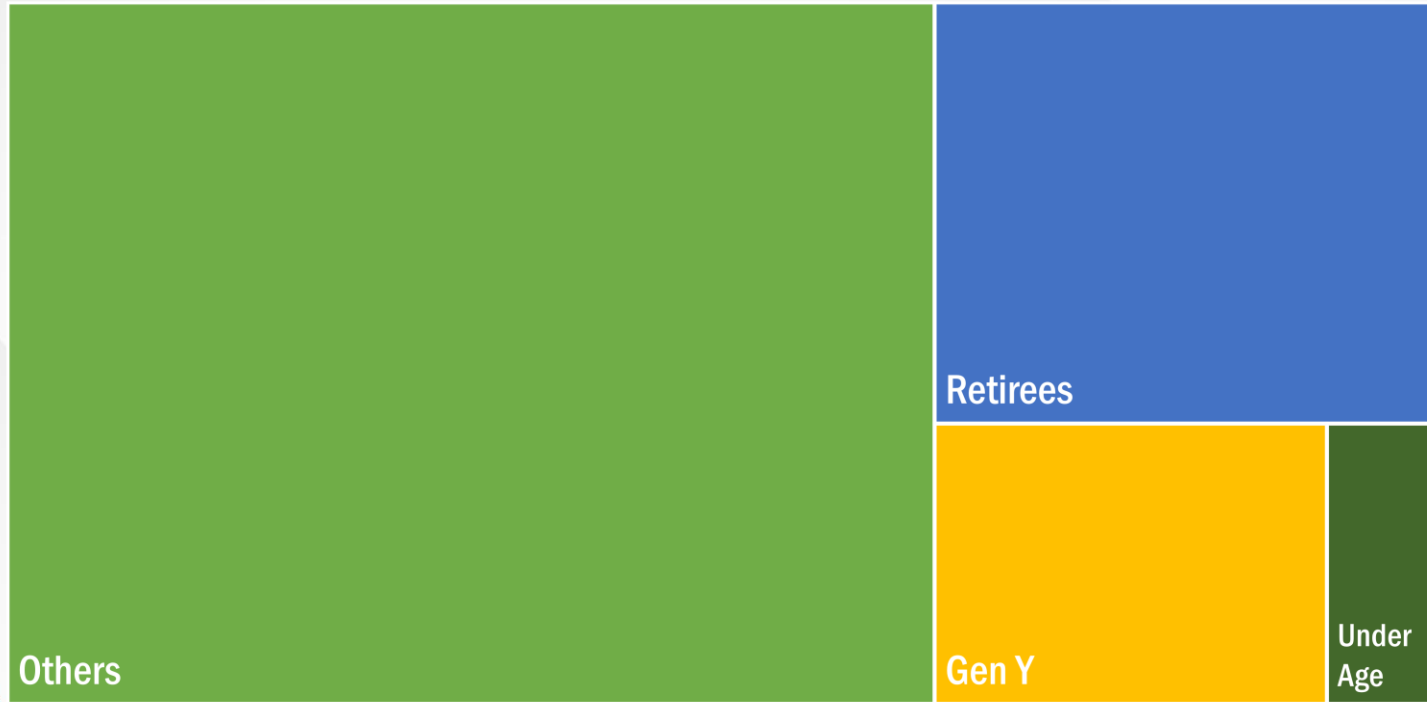
Forever Beta World

Innovation

Full Access



Sicredi Members



Financial Life

Sustainability

Citizenship



Financial
Solutions

Cooperation

Engagement



- Between December/2014 and July/2015, members base grew 15%, while young members base grew 24%

- Sicredi stimulates young employees to develop new products and solutions that can reach and attract young members





Caroline Domanski

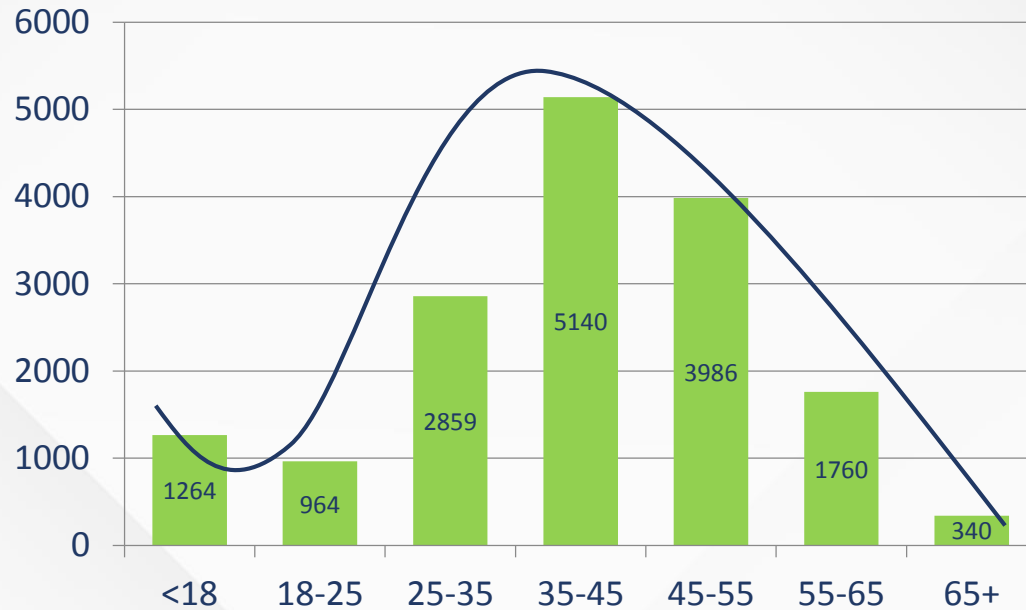
CEO, No1 CopperPot CU,
United Kingdom



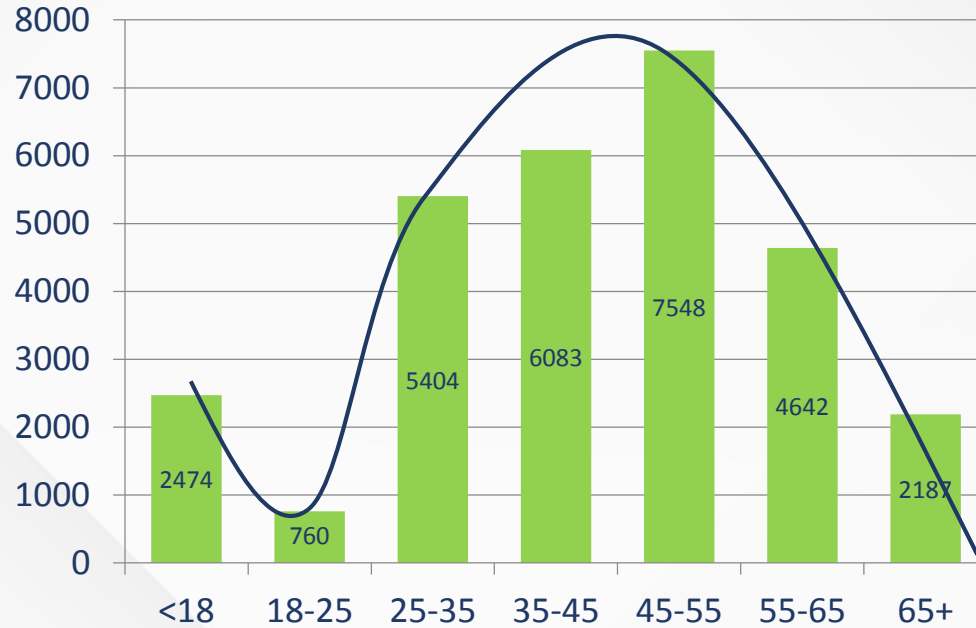
Creating Sustainable Membership



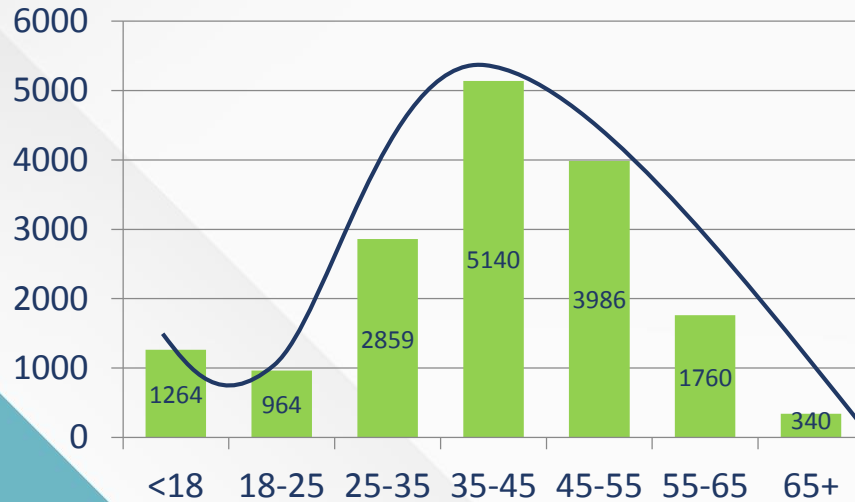
Membership 2006



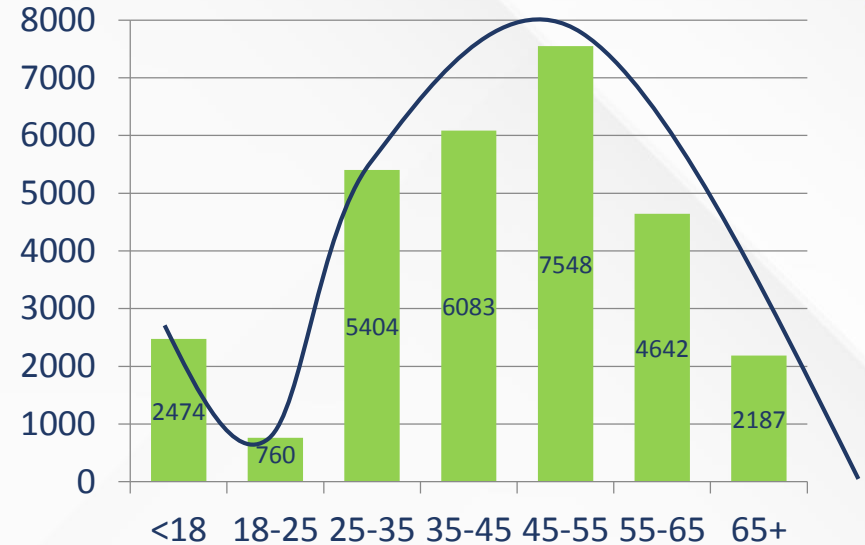
Membership 2016

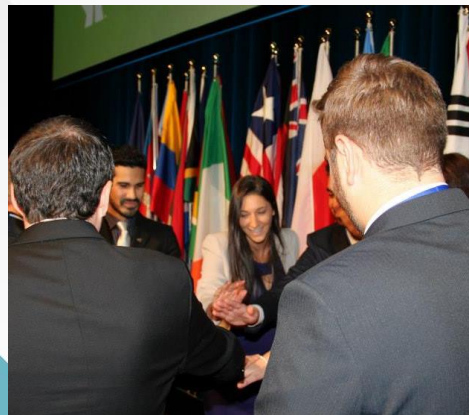


Membership 2006



Membership 2016







“Working at the Credit Union has changed me from an amateur student into a professional. The number of skills I have learned are invaluable which allowed me to put the theory I learnt in university in practice. Learning these skills has given me a strong foundation to start my career within Marketing and given me the opportunity to delve into some fantastic projects with amazing results.”

Hassan Mahomed



“Credit unions encompass the true meaning of unity, working hard in a small team to aim high and achieve results. Not only has the credit union taught me about teamwork but also ethics, and looking after one another. I couldn't have chosen a better place to work during my placement year. The skills I have learnt and the people that I have met have been priceless, I will always be a supporter of the credit union movement.”

Jo McGann



Robin Blythe

Account Manager,
Commercial/Agricultural
Relationships at Libro Credit
Union



libro
emerging
leaders



“ It’s okay to be messy.
You can grow from messy. ”

Tania Goodine, EVP Engagement, Libro Credit Union

WHY

To foster an environment of self-discovery and growth.

HOW

By exploring leadership and personal development opportunities.

WHAT

Engaging and inspiring Emerging Leaders to follow their own leadership journey.

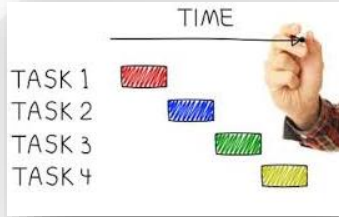




- Human Library
- Public Speaking Workshop

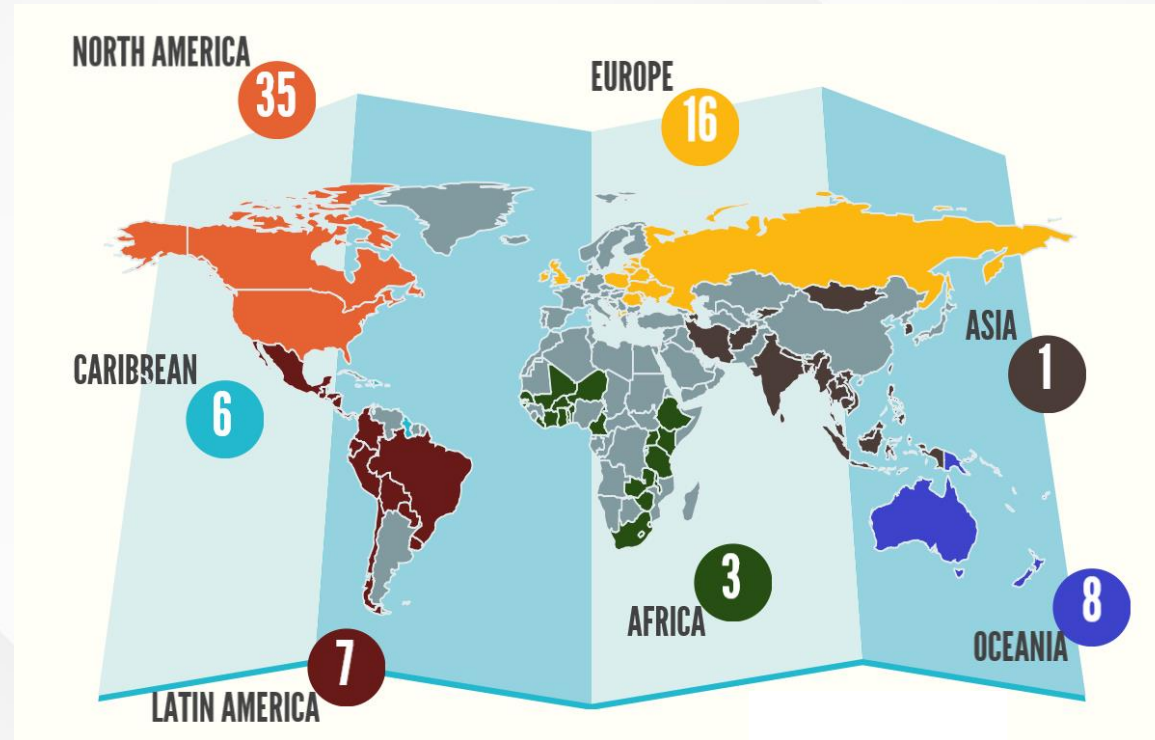
- Recommended Reading
- Spotlighting Leadership Development Opportunities



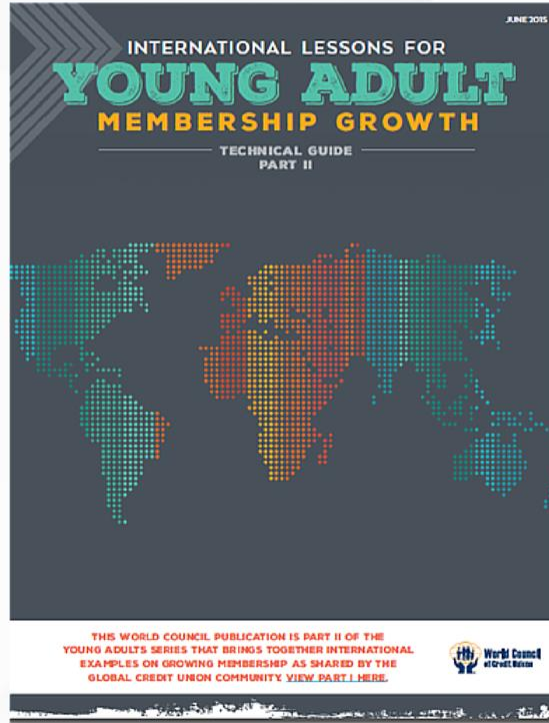
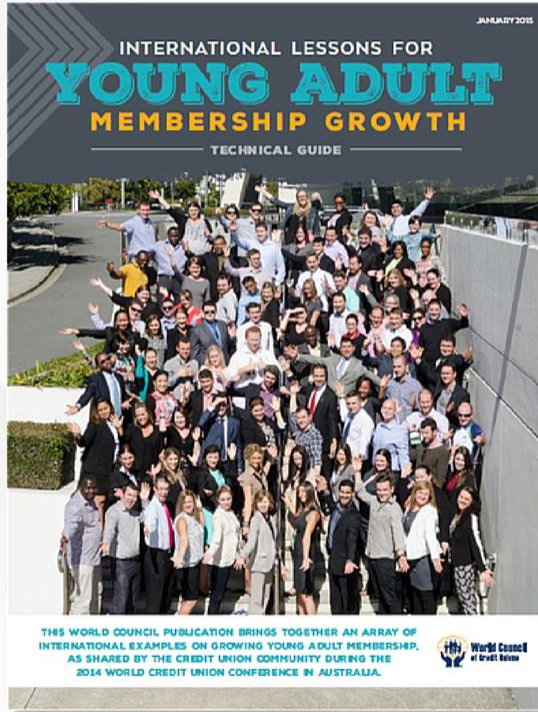


- Delivering on our plans
- Researching methods of tracking employee engagement for Emerging Leaders as compared to non-group members
- Connecting with other local leadership development groups to explore possibilities together

WYCUP 15 Years of Impact



WOCCU Resources





WOCCU Resource

Young Leader Group

"How To" Guide



The Global Movement



Questions & Comments

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