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OCUL SERVICES  
CORPORATION

## The Elusive Generation Y -- Shared Branching can help you catch and keep them

**Generation Y:** (Jen ah-ray tion Y) typically children of Baby Boomers and born between 1977 and 1996, aka "Gen Y"



Generation Y represents 76 million Americans, 28 years old and younger, who are entering the workforce and rapidly consuming numerous financial products and services. Financial institutions are beginning to recognize the value of this generation as consumers, and are diligently marketing to capture their interest and loyalty.

While this generation includes 9-year-olds -- not your credit union's prime target audience -- it also includes 28- to 16-year-olds who are actively using many financial products and services or looking for a primary financial institution.

Shared Branching equips your credit union with the perfect tool for capturing new Generation Y members, and building and developing relationship with existing Generation Y members.

### A Brief Profile of Generation Y

A recent special report by the Filene Research Institute, *COOL Solutions*, delved into Generation Y to discover what makes them tick, what drives their decisions, and what products and services they want from you.

The study revealed that one of this generation's key deciding factors in choosing products and services is their desire for convenience above all else. They demand a wide selection of products and services, and convenience is always key. They want access to their money when they need it and where they need it. Shared Branching gives Generation Y ac-

cess to their money anywhere they want it and virtually anytime. Thanks to Shared Branching, you have a convenient network of ATMs and nearly 1,800 locations not only around town, but also across the nation.

### The Attraction of Shared Branching to Gen Y

Shared Branching's convenience is a perfect match for members of Generation Y, especially during monumental phases in their lives.

Among this generation are students leaving for college. With many students leaving their hometowns to attend college, Shared Branching is the perfect way for your credit union to retain their membership and still fulfill their requirement of convenience. Shared Branching also allows parents and grandparents to deposit funds into the student's account from their hometown.

After the students graduate from college and move to a different city or state for a job, Shared Branching allows them to continue to be a member of your credit union, even from a distance.

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As members of Generation Y begin to buy their first home, their new neighborhood may no longer be conveniently located near one of your branches. But Shared Branching allows you to be nearly anywhere they might be moving.

These situations are just a few examples of how Shared Branching is a great benefit your credit union offers this generation.

### Marketing Shared Branching to Gen Y

Even if your credit union doesn't market specifically to Generation Y, highlighting Shared Branching as "access to your money when and where you want it" in your regular marketing materials is certain to catch the eye of Gen Y.

Also, experts emphasize the need to market to Generation Y in life stages, rather than as a product or service. Position Shared Branching as part of their stage in life, like the examples earlier (i.e. -- "convenient for your busy college schedule" instead of "save on ATM transaction fees").

And make sure to include leveraging Shared Branching throughout your annual marketing plan to capture and retain Generation Y. They are an important part of the future of credit unions.

### Great Side Benefit -- The Family Sales Force

Generation Y is known as the sales force for the Baby Boomers, meaning they wield great influence over their parents' decisions. They will be certain to pass along how "tricked out" their credit union is because they can access their account at nearly 1,800 locations nationwide. By creating a Generation Y fan, you may also create Baby Boomer fans too, and fortify your relationship with the entire family.

The convenience and accessibility of Shared Branching falls perfectly in line with what members of Generation Y want, making it the perfect selling point to retain current Gen Y members as well as gather new ones.

## This Issue's Hot Idea

Filene Research Institute's i<sup>3</sup>, a work group of innovative, insightful and energetic credit union professionals, has been busy exploring and developing innovative products and services for credit unions to offer.

Among the group's recently unveiled ideas was a "wedding gift registry." This potentially profitable, as well as relationship-building, product would encourage young couples to open savings accounts with the cash gifts received for their wedding.

Not a bad idea if you consider saving and lending products that would appeal to newlyweds, suggests Mark C. Meyer, director of innovation at the Filene

Research Institute.

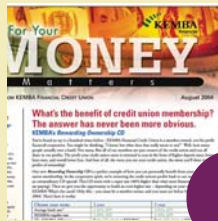
North Island Financial CU in San Diego is looking at offering such a product, noting that such a link to newlyweds can prove beneficial in drawing potential home loans, life insurance and credit card business.



As a member of the Shared Branching network, your credit union can take this idea to the next degree of innovation. Instead of having to send a paper check, wedding invitees can use any Shared Branching location around the nation and deposit the gift directly into a "wedding gift" account opened earlier by the couple.



1



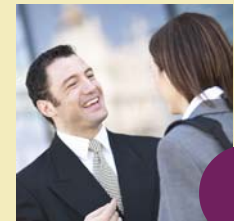
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## No-Cost Marketing Ideas

1. Add information about Shared Branching to your credit union's existing Web site.
2. Use the template articles about Shared Branching available on the Shared Branching Web page. [www.OhioCreditUnions.org/SharedBranching.htm](http://www.OhioCreditUnions.org/SharedBranching.htm)
3. Post a list of nearby Shared Branching locations on your teller lines for members to read while waiting.
4. Have one of your on-hold messages explain Shared Branching and encourage the member to ask the credit union representative for convenient locations.
5. Include Shared Branching in your Member Service Representatives' cross selling techniques.

Did you know that Shared Branching is an excellent tool to promote member retention, as well as a fantastic way for your credit union to increase its deposits?

### Shared Branching: A member retainer

Each year, credit unions around the country lose members due to their location.

Members who are moving and will not be near a convenient branch of your credit union will likely close their accounts and open new accounts with a more convenient financial institution.

However, Shared Branching allows your members to move, keep their accounts with your credit union, and still conduct transactions at locations convenient to them.



Credit unions repeatedly tell Marty Auxter, OCUL Services Corporation Business Consultant, how the Shared Branching network allows them to retain relationships with members who move away. They report that their members are thrilled to learn they don't have to close their account because of a move across town or to another state thanks to Shared Branching.

Remind your Member Service Representatives, frontline, and call center staff about this great benefit of Shared Branching so it is in the forefront of their mind when speaking with members. Maybe the next time a member comes to close an account due to moving, your staff can help the member find a Shared Branching location near their new home allowing them to keep their accounts with your credit union.

Located on the Shared Branching Web site is a current downloadable directory of all of the Shared Branching locations around the nation and a location search feature. Both are great resources for your call center staff to access when referring members to nearby Shared Branching locations.

### Shared Branching: A deposit collector

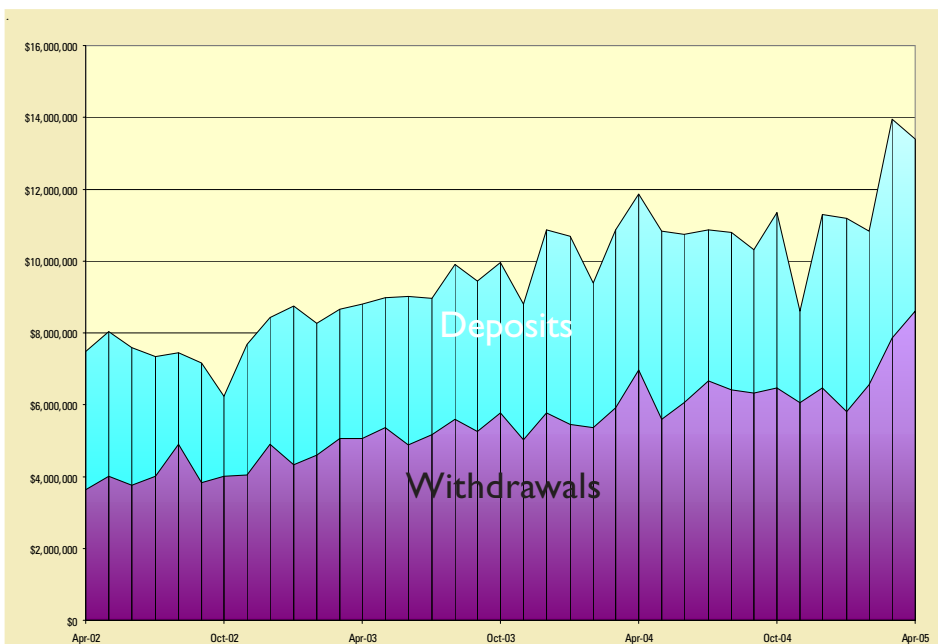
NCR Corp. reports that 94 out of every 100 ATM transactions are withdrawals. Many credit unions hesitate to join Shared Branching out of fear that members will use the network as just another ATM, causing the number of withdrawals from member accounts to increase.



However, historical data shows that credit union members actually use Shared Branching as a **deposit service**. See graph below

For nearly every dollar withdrawn through a Shared Branching transaction, more than \$1.50 is deposited.

So, pat yourself on the back because your credit union provides an outstanding service to members, utilizes a great member retention tool, and increases your deposits all by participating in Shared Branching.



**Chart: Shared Branching deposit and withdrawal transactions from April 2002 to April 2005.** In April 2005, more than \$13 million was deposited into Ohio credit unions participating in Shared Branching, nearly double the \$8.5 million withdrawn during the same month.

### Beware of fraudulent e-mails seemingly from CUSC

CUSC reports that some credit unions have received fraudulent "phishing" e-mails requesting personal information that appear to be from CUSC.

CUSC will never ask credit unions in an e-mail for sensitive personal information such as passwords, credit card numbers, social security numbers, and PINs.

CUSC assures credit unions that its system security has not been compromised in any way and that credit union and member data stored with CUSC remains very secure.

Contact Laura Pizzarelli, VP of Corporate Relations for CUSC, at (678) 812-1300 if you have questions, concerns, or need to report receiving a fraudulent e-mail.

## Shared Branching Support Contacts

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www.OhioCreditUnions.org/  
SB.htm

### CUSC Help Desk:

helpdesk@creditunion.net

### Change in Information

Changes in your organization's information? Be sure to e-mail all changes to Credit Union Service Corporation so the Web site accurately reflects your credit union's information.

E-mail any changes to  
chris@creditunion.net



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# Shared Branching Credit Union News

## Four more Ohio credit unions join Shared Branching network

Four new credit unions are joining the Shared Branching network. CinFed EFCU in Cincinnati, River Valley CU in Miamisburg, Toledo Fire Fighters FCU in Toledo, and Universal 1 CU in Dayton are the newest additions to the Shared Branching network. CinFed EFCU adds four location in Cincinnati and Northern Kentucky, River Valley CU has five locations in Dayton and the surrounding area, and Toledo Fire Fighters FCU has a location in Toledo. Universal 1 CU is participating as an issuer-only. With the addition of the four new credit unions, Ohio will have 102 full-service Shared Branches operated by 33 participating credit unions.

## Did you know you are opening a new branch every business day?

The Shared Branching network is expanding rapidly and currently includes nearly 1,800 nationwide locations. Based upon the network's rate of growth over the past year, a Shared Branching location is added every business day, giving your members an additional location to conduct transactions each day. "No institution, large or small, can rival that kind of growth," noted OCUL Services Corp. Business Consultant Marty Auxter.

## New Horizons CU 'amazed' with Shared Branching results

LeRoy Wilder, CEO of New Horizons CU in Cincinnati, is pleased with his participation in Shared Branching. In April, the \$50 million credit union issued 713 transactions and acquired 1,133 transactions through the Shared Branching network. "From our perspective we could not have had branches in all the places where these transactions were done," Wilder said.

New Horizons has been active in Shared Branching just over a year and Wilder expects to break even in the next month or two. "I continue to be amazed at the locations of the credit unions we do transactions for," Wilder said. "One of our regulars is a member of Alaska Credit Union. If we can give our members that convenience and create that kind of

loyalty toward our credit union then Shared Branching has accomplished what we intended."

## Shared Branching CU operations and marketing staff meet, strategize

On Mar. 28, operations and marketing staff of credit unions participating in Shared Branching met at the League's offices to share and discuss how to make Ohio's Shared Branching network even more successful. Operations staff members met in the morning and discussed streamlining branch-to-branch communications, creating an operations directory, and migrating to the more cost-effective Next Generation Switch. In the afternoon, the marketers met and shared how they were successfully marketing the network's many locations to existing and potential members.

## Shared Branching Marketing Committee sets 2005 goals

This spring, the Shared Branching marketing committee reformed. The committee met in May and discussed goals and projects for 2005. Among the committee's goals are: creating a comprehensive launch kit for credit unions joining the Shared Branching network, developing the network's statewide brand identity, and sending monthly communications to Shared Branching credit union marketers.

New committee members Jennifer Meister of BMI FCU, Eric Gagliano of River Valley CU, and Jeff Kraus of Hopewell FCU joined returning members Troy Hall of Telhio CU, Kim Hudson of Credit Union of Ohio, and Jayne Sech of Marketing Solutions Unlimited.

## Three Ohio issuer-only CUs changing to accept guest members

Three of Ohio's six issuer-only Shared Branching participants have decided to become an issuer and acquirer participant. They are Midstate Educators CU, Ohio HealthCare FCU, Ohio Valley FCU. Midstate Educators CU and Ohio HealthCare FCU each have locations in Columbus, and Ohio Valley FCU has one location in Batavia. If you have members living near these newly-accessible Shared Branching locations, be sure to inform them.