

# Interact.

## Growing Members Youth Sites

### About Our Youth Sites.

The youth market is growing in both size and age, and so is their financial power. Growing Members, our package of youth sites, can help you develop a lifelong relationship with them.

Growing Members comes with four sections organized by age groups:

- [Early Bird Savings Club](#) – For children in elementary school
- [iCount](#) – For teens in middle school
- [It's Your Life, Are You Ready?](#) – For teens/young adults in high school
- [Credit Unions Rock](#) – For young adults in college and beyond

Whichever site you choose, the same concepts are covered in every one, but at a level appropriate for each age group. Technology Solutions designed the sites to grow as your members grow, and to always keep them as part of your credit union.

To reach out to your younger members even more, we also provide quarterly newsletters to help you keep in touch with this important market segment. Our newsletters are available for children, teens and young adults.

### Benefits of Growing Members.

When your credit union incorporates our Growing Members sites into its marketing plan, you'll be building relationships while you teach your young members about finances.

### Serve the Growing Market

Growing Members will help your credit union:

- Teach youth about:
  - Earning money
  - Smart spending habits—including using checks
  - Saving for the future and budgeting
  - Building and using credit
  - The credit union difference
- Build lifelong relationships with your younger members

### Get Connected

Connect your credit union to the youth market by providing:

- Age-specific tips, resources, worksheets, and more
- Multimedia and games to keep things fun
- Ongoing updates and enhancements to keep things fresh



## Four Distinct Modules.

### Kids: Early Bird Savings Club .

**Earning Money** – Useful tips about age-appropriate ways to earn money

**Saving Money is Easy!** – Practical guidelines for budgeting and using a savings account, along with word problems for practice

**Smart Spending** – Instructions and entertaining word problems about how to spend wisely, along with an interactive check to learn checking basics

**Borrowing Bucks** – Basic tips about borrowing money—and paying it back

**What's a Credit Union?** – Solid facts about credit unions, what the credit union difference is, and a brief history of credit unions

**Fun & Games** – A variety of games, like our fun credit union quiz and money concentration, delicious recipes and a few kid-friendly jokes



Kids: Early Bird Savings Club

### Make an Impact

Make a further impact on your youngest members with support print marketing materials for the Early Bird Savings Club. Materials include membership cards, inserts, postcards, posters, an activity book, a coloring page, stickers, temporary tattoos and more.

### Teens: iCount.

**Earn Money** – Expert tips on how to make money and an overview of the employment law as it applies to minors

**Build Your Budget** – Valuable budgeting tips, sample of a completed budget worksheet and a blank budget worksheet (.PDF) that can be completed online

**Save It!** – Details about the advantages of opening a credit union savings account, along with a savings calculator for practice

**Spend Smartly** – Useful tips about comparison shopping and planning before spending, along with an interactive check module to learn how to use checks and the check register

**Borrow & Pay Back** – Important guidelines about borrowing money—and why it's so important to pay it back on time



Teens: iCount

**CU Connection** – Facts about the credit union difference and what makes credit unions special, along with two fun games, CU Quiz and CU Hangman

**Fun Money Facts** – Different facts about money are displayed each time the page is refreshed

**Polls** – An age-appropriate poll asks questions about financial habits and displays poll results

## Spread the Word

Don't stop at just the Web when it comes to marketing to your teen members. We also offer an array of coordinating marketing materials for our iCount site for you to keep in touch. We offer posters, postcards, membership cards, inserts and more.

## Young Adults: It's Your Life...Are You Ready?

**Working for a Living** – Essential pointers on how to complete a job application, an overview of employment law, preparing for an interview, how to act on the job, an overview of paychecks and deductions, and a mini tax review

**Managing Your Money** – A helpful sample of a completed budget worksheet and a blank budget worksheet (.PDF) that can be completed online

**Saving Made Simply** – Important information about opening a credit union savings account and basic investment information

**Smart Spending** – Practical tips on how to comparison shop and plan before spending, along with an interactive checking module—including a quiz—that helps them learn to use checks, make entries in a check register, endorse a check, and reconcile their account

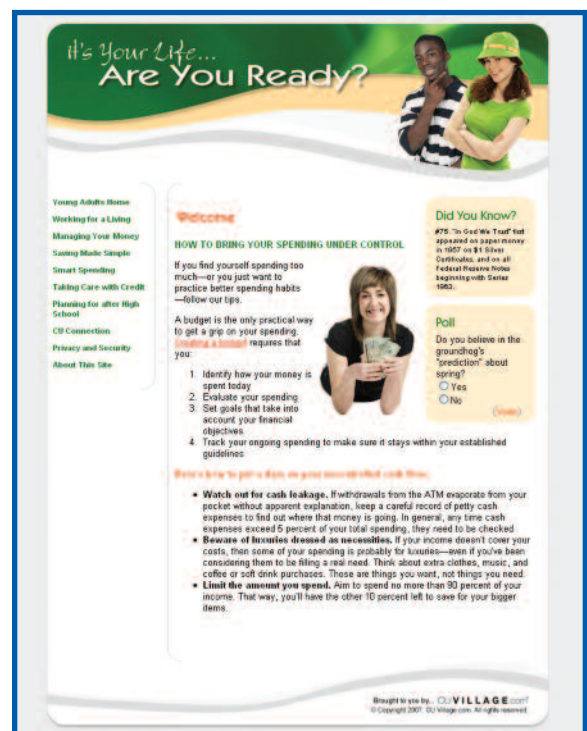
**Taking Care with Credit** – Vital guidelines on how to build credit and use credit cards wisely, apply for loans, understand the importance of credit reports, solve credit problems, and credit cautions

**Planning for after High School** – Complete overview of the choices that graduates face, such as whether to get a job or go to college, and links to financial aid sites

**CU Connection** – Positive explanation of the credit union difference, a brief history of credit unions, information about credit union convenience services and ATM safety tips

**Fun Money Facts** – Different interesting facts about money are displayed each time the page is refreshed

**Polls** – An age-appropriate poll asks questions about financial habits and displays poll results



Young Adults:  
It's Your Life...Are You Ready?

## Credit Unions Rock.

**Earn** – Useful pointers and online resources to help members find a job, put together a resume, handle the interview, and make sense of their paycheck.

**Budget** – Shows how to set up a basic budget, including setting goals—and how to define goals

**Save** – Spells out the basics of saving, including checking, savings, money market accounts and certificates of deposit

**Spend** – A detailed overview of different types of spending methods, including checks, ATM cards, debit/check cards, and stored value cards, with a focus on credit cards and using credit wisely

**Borrow** – Tips to help make it through the car and/or home buying process while sticking to a budget

**Plan** – Guides young adults on how to get ready for the future, whatever it may bring—college, marriage, and starting a family



Credit Unions Rock

## Newsletters.

As part of the youth module, you'll receive three quarterly newsletters—one each for children, teens, and young adults—to help you promote financial literacy and your credit union to the youth market. However, there is no newsletter offered for the Credit Unions Rock college group. We make our newsletters easy to customize with your credit union's information and your own graphics.

## Specifications.

### The Youth Module:

- Is available on an annual subscription basis as either a stand-alone service or as part of Financial Resource Center<sup>SM</sup>, a complete turnkey website content solution
- Works with your website and requires no new technology
- Is a completely turnkey program, so it will help make efficient and effective use of your staff

The three sites for your youngest members—kids, teens, and young adults—include:

- Monthly updates to provide fresh content for your younger members
- An age-appropriate quarterly newsletter in a Word<sup>®</sup> document format

For each of our Growing Members youth sites, clients can purchase a standard version, a co-branded version, or a customized version.

## Standard Site.

### Features

The standard sites come with the current features of each site plus the credit union's name ("brought to you by") as a text link that connects to the credit union's main website.

## Co-branded Site.

### Features

Co-branding options can be applied to any or all of the youth sites

- Co-brand the site (elementary, middle or high school and college) with the credit union's program name and logo, which is clickable and will link to the credit union's main site.\*
- For the elementary site, we will also:
  - Modify the Slider Puzzle (for the games page) with the credit union's mascot\*
  - Provide the initial newsletter template (in Word) with the credit union's mascot\*

*\*Credit union must supply high-resolution graphics in either .eps or .jpg format. (The cost does not include mascot design.)*

## Customized Site.

We offer many customization options for creating a youth site unique to your credit union. Below are a few customization features to give you some ideas. If you are interested in developing custom features for your credit union's youth sites, please contact us to discuss the specific needs of your credit union and we will prepare a custom quote for your review.

### Features:

- Allow your credit union to name the program what you want based on your existing program.
- Include banner ad areas on all four sites, so your credit union can advertise products and services to young adults and contests (e.g., a coloring contest) to your younger members. Technology Solutions would manage any banners for you and can also design any banners for your site.
- Allow your credit union to change the names of the buttons.
- Allow your credit unions to change the locations of the buttons.
- Change colors of the sites to match the credit union's colors.
- Change layout per credit union's request.
- Custom content (including graphics that appear within the content area).



Customized Site - Totally customize the site to fit your credit union's needs

## About Us.

### CU Solutions Group

CU Solutions Group helps its customers serve, grow and build financial strength by offering solutions that manage strategies pertaining to technology, marketing, membership enhancements and performance management.

### Technology Solutions

Technology Solutions is a full-service technology company with solid expertise in Web, mass media, digital, data, programming and more. We help our clients leverage these tools to provide them with unparalleled access to all the resources they need to grow their organization from one source—Technology Solutions.

We are an SAS 70 certified and credit union-owned company that has been serving hundreds of credit unions and credit union organizations nationwide, and their technology needs, since 1996. We worked with an auditing firm to achieve SAS 70 Certification as a result of our commitment to the needs of our clients and efforts to manage our systems securely and effectively.

### Technology Solutions offers:

- Web Design & Development
- Financial Education Content
- Automated Applications
- Member Communication Tools

### For more information:

To learn more about Technology Solutions and our quality products and services, please:

- Visit [www.cusolutionsgroup.com](http://www.cusolutionsgroup.com)
- Call your Business Consultant at 800.262.6285
- E-mail [info@cusolutionsgroup.com](mailto:info@cusolutionsgroup.com)