



March 25, 2021

# Financial Resource Center Showcase



## IN THIS PRODUCT SHOWCASE:

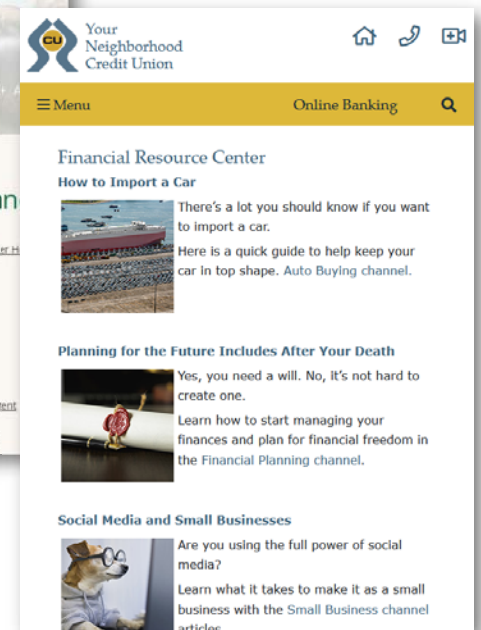
- What is the Financial Resource Center?
  - Consumer Financial Education Content
  - Branding – Exact Look and Feel of Credit Union's Site
- Calculators
- FRC in Action!
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## Financial Resource Center

# What is the Financial Resource Center?

- A packaged content service that provides fresh content, online resources and calculators for your website. Designed to help credit unions affordably and easily provide resources and information about finances to their members and general consumers
- Branded, with look and feel of the credit union's Web site

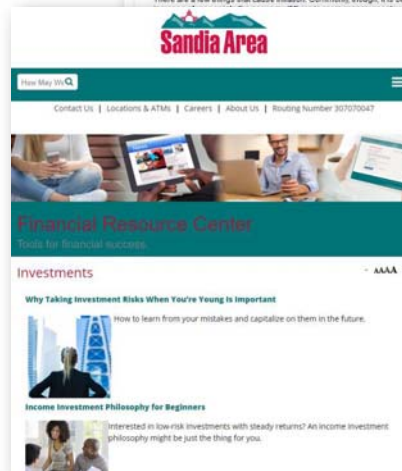
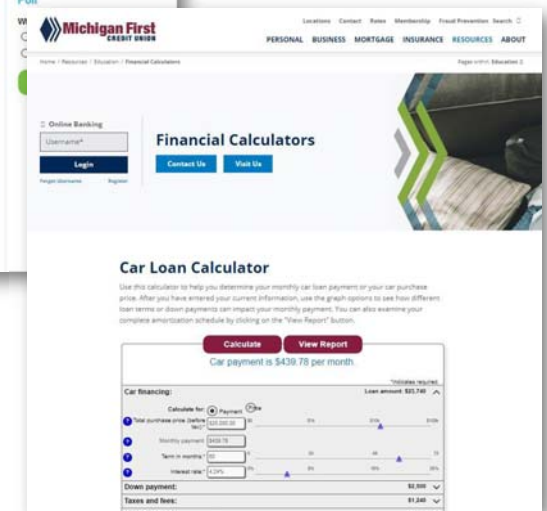


**CU**solutions GROUP

**Financial**<sup>TM</sup>  
resource center  
By CU Solutions Group

# What is the Financial Resource Center?

- Concise and understandable personal finance and consumer articles to help your members make informed financial decisions
- User-friendly financial calculators so members can calculate a variety of financial planning scenarios using your credit union's rate information
- Dynamic youth sites that focus on good spending habits, saving for the future, and how credit unions can help




Financial Resource Center

# What is the Financial Resource Center?



# Youth Modules & Newsletters


- Four youth sites, segmented by young children, teens, high schoolers, and young adults.
- Quarterly newsletter content: You can either use the newsletters offered by FRC, or just the content offered to extend your engagement with younger demographics



**the Early Bird Savings Club**  
Quarterly Newsletter for Kids

### Leaving Room for Mistakes

You're going to make mistakes. And that is ok. From doing the wrong assignment to mixing up your schedule to making money mistakes, you're not perfect and life happens. What you learn from these mistakes is what is important. Here are a few tips to help you learn from your mistakes.



- 1) Name them – Admit your mistake. Say what it was, maybe tell someone else or at least write it down. Think about what your goal was and how or where the plan went wrong.
- 2) It's not you – A mistake is its own thing. Just because you made the mistake doesn't mean it defines you. A lot of people let their mistakes bring them down, but if you are learning from your mistakes, they should be building you up, making you better.
- 3) You didn't fail – Making mistakes happens, but you didn't fail, you just found something that didn't work as you wanted it to. Maybe you broke a window playing basketball in your room and now you understand why your adults always tell you that was a bad idea. You didn't fail—you learned to listen to advice from people who've been there before.
- 4) Reset your goals – Giving up on your goals because you made a mistake is a terrible idea. Use mistakes to learn how to reset goals and plan new ways to accomplish them. Is it a rainy day and you can't go outside? Instead of playing ball in the house, invent a new game to have fun. Want to save up for a new video game but keep spending your money on candy? Make your money harder to get to by putting it into your saving account!


Mistakes aren't the end of the world. Oftentimes they are the start of a new path. Use them to learn and you will get a lot more done in life.

### Making a Rubber Band Car

Want to build a racecar? Want to learn about physics, potential energy, kinetic energy, and conservation of energy? Build some rubber band cars with your friends! Here's what you need and how to build some rubber band cars and start learning.

What you'll need:

- Cardboard or other stiff material for a frame, popsicle sticks work
- Straws
- Skewers or wooden rods
- Wheels – could be CDs, bottle caps, or anything round and wheel-like
- Paper clips
- Assorted rubber bands
- Tape
- Scissors
- Glue; any kind you have will work



There's no right way to do it—use your imagination when designing your rubber band car.

The cardboard, or whatever else is the frame, is the part that everything else attaches to. Glue the straws parallel to each other and then put the skewers (or whatever you have) through to work as the axle.

You'll need to find a way to secure the rubber band to the frame and then around one of the axles. Do you want front-wheel or rear-wheel drive? Which one do you think will be faster? Can you make a four-wheel-drive car? Try it.

There is no right or wrong way to build a rubber band car. Use your imagination. The parts listed aren't even what you need to use, you can use anything you find that you think will make your car the best car for you. The only way to do it wrong is to not have fun learning!

# FRC Highlights

## Look & Feel

The site is **completely branded** with the credit union's Web site look and feel, and styles are updated to **match** the brand colors and guidelines.

## SEO

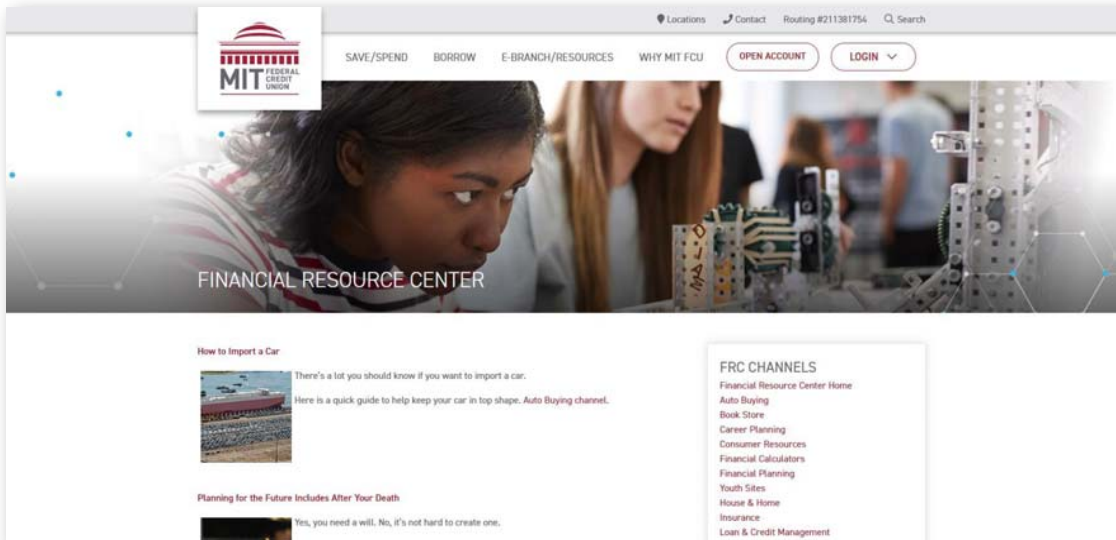
Extend your **SEO** footprint, leveraging additional content within your site, **backlinks**, and integration of content within **Social Media** and **blog** channels.

## Engage Members

Through **financial education content** and **decision tools**, improve the **engagement** of your members through learning, planning, and acting, **deepening** your relationship and product penetration..

## Youth Engagement

Utilize **quarterly newsletter content**, as well as four youth specific sites to further **engage** younger demographics, leading to long term **future members**.



Financial Resource Center

# Get Your Credit Union Connected Today!

Looking for more information to extend your financial education content and tools in a remote paradigm:

- For more information, contact us at [info@cusolutionsgroup.com](mailto:info@cusolutionsgroup.com)







# Q & A

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