

## 2021 Features & Upgrades

# CREDIT UNION AWARENESS 2.1

### UPGRADES TO YOUR ENHANCED CONTRIBUTOR LISTING

Connect your JOIN NOW button directly with your membership page or digital account opening solution, giving consumers direct access to joining.



### APPLY NOW!

Adding an "Apply Now" button will allow consumers to apply through your digital lending application system.



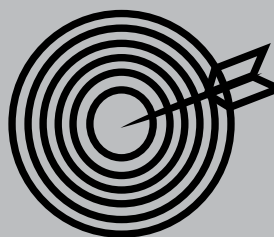
### TRACK WEBSITE TRAFFIC FROM YOURMONEY FURTHER.COM

Create customized links (UTM Codes) to track consumer traffic from YourMoneyFurther.com to your website.



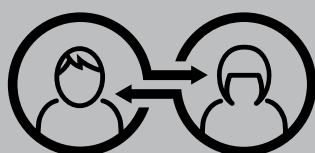
### AUDIENCE SHARING TO MAXIMIZE ENGAGEMENT

Retarget more directly those consumers who visited YourMoneyFurther.com in your state and field of membership.



### CREDIT UNION "MATCHER"

Development of a credit union "matcher" to send qualified consumers to your credit union based on your field of membership criteria.



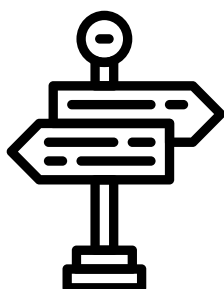
### SOCIAL MEDIA INFLUENCERS

Use select social media influencers to engage with and promote the Open Your Eyes campaign and credit unions in general.



### "HOW TO" CREATIVE GUIDE

Develop and provide your team with a guide on deploying the customizable campaign creative in your local markets (billboards, stadiums, TV, buses, etc.)



### ATM NETWORK AFFILIATIONS & LOCATIONS

Show consumers your ATM locations both in the community and anywhere they happen to be.



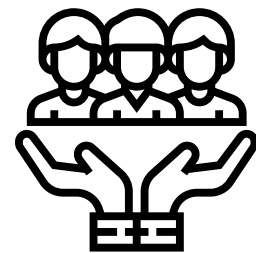
### REDESIGN & RELAUNCH YMF.COM

Redesign the existing YourMoneyFurther.com website to ensure it is a long-term consumer resource for researching and elevating credit unions.



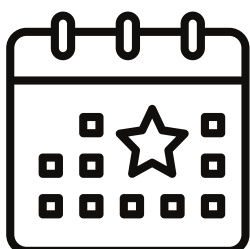
### ESTABLISH SERVICE PROVIDER RELATIONSHIPS

Help you elevate your service offerings to consumers by establishing relationships with service providers. This will include exclusive pricing and discounts for contributing credit unions!



### CREDIT UNION AWARENESS EVENT

Create a Credit Union Awareness event in 2021 to connect contributors, elevate successes, and train and educate credit unions about the campaign.



Credit  
Union  
Awareness

### QUESTIONS?

Contact us at  
Awareness@cuna.coop

STAY TUNED FOR LAUNCH DATES  
AND AVAILABILITY.