

Improving Lives  
By Serving Local  
Credit Unions,  
Their Staff,  
& Members

# Potential



Nº 14

Donor Recognition Issue

Spring 2012

## Total Program Support Surpasses \$1 Million in 2011; 6,000+ Served

Important milestone reached as Foundation programs and grants positively impact more than 6,000 lives in 2011; to accelerate in 2012.

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## Millionaire's Club Expands Into Classrooms

High school financial literacy program, "The Millionaire's Club", partners with credit unions to fuel expansion.

Page 2



## Lion King "Friend Raiser" Sells Out; Proceeds Benefit Financial Literacy

Supporters gather for sixth annual "friend-raising" event with proceeds supporting financial literacy efforts.

Page 3



## Complete 2011 Donor Listing

In combined show of support, credit unions, businesses, and individuals donate generously to the Foundation. Complete donor listing inside.

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## Route:

- ☐ Board
- ☐ Finance
- ☐ Marketing
- ☐ Tellers
- ☐ \_\_\_\_\_

# Foundation Passes \$1 Million Program Milestone

*Participating Credit Unions Extend Reach To Positively Impact 6,000+ Lives In 2011*

The Credit Union Foundation of MD & DC reached an important milestone recently when total support for programs and grants spanning 2005 - 2011 surpassed \$1 million. In 2011 alone, those programs positively impacted over 6,000 lives.

2011 Program/Grant	L.P.I.*
College Scholarship Applicants	313
Credit Union Finder™ App Downloads	2,837
Credit Union Staff/Vol. Training Grants	63
Credit Unions' Financial Literacy Efforts	117
D.C. Dollars & Sense Expo	220
LINX Online Idea Exchange Forum	125
Millionaire's Club Members	285
Quicken Budgeting Software	1,063
Reality Fair - Western MD	200
Roycroft Masters Advisory Program	12
TurnKey Best Practices Publication	750

\*Lives Positively Impacted

"When the Foundation Board gathered for our recent planning session, we agreed that while the Foundation had reached this notable \$1 million mark, we wanted to focus our success measurements on the lives positively impacted by our efforts," said Foundation Chair Donald Tynes.

"Last year we served as the lead sponsors of two community financial literacy efforts; the D.C. Dollars & Sense Financial Literacy Expo and the Reality Fair in Western Maryland for high school participants. Combined, those programs reached 420 individuals."

In 2011 over 300 college-bound students researched the credit union movement and created essays and videos based on their new-found knowledge.

More than 1,000 copies of personal financial software were distributed without cost to credit union members in Maryland and D.C. in 2011 to help prepare and monitor families' budgets.

Two hundred eighty-five high school students are participating in the new Millionaire's Club program and 2,837 iPhone/iPad users have downloaded the Credit Union Finder™ app and used it to find a credit union to join.

Sixty-three credit union professionals and volunteers have received training grants to help them better serve their members while 125 credit union professionals are exchanging information, documents and advice on the new LINX online forum. Foundation-supported financial literacy programs offered by local credit unions have reached 177 members.

"Many of our programs provide benefits that spread well beyond the recipients themselves," noted Tynes. "For instance when a credit union benefits from our Roycroft Masters' advice, they are better suited to serve their entire membership."

# Millionaire's Clubs Expand Into Howard, Prince George's, Calvert, and Montgomery County High Schools



New Millionaire's Club financial literacy programs have sprouted in five additional high schools in Calvert, Howard, Prince George's, and Montgomery Counties with additional schools considering for fall 2012.

Millionaire's Clubs pair one or more high schools with a sponsoring credit union. Comprehensive curriculum covering 24 in-school or after-school sessions complement national competitions like The Stock Market Game and The Personal Finance Challenge. Club materials are delivered by professional educators at the participating schools.

Seed funding is provided jointly by the Foundation and the sponsoring credit union and an annual entrepreneurial project sustains the program while providing a hands-on learning experience for Club members.

Pictured here are (clockwise from upper left): Janet Oursler, CEO, HCTA FCU and Brenda Minnich, HCTA Marketing Director (right) present a Millionaire's Club seed grant to Hammond High School Principal Marcia Leonard and Club Advisor Terry Newsome; some of the Gaithersburg High School Millionaire's Club members pose behind their Club banner; SECU CEO Rod Staatz sponsored a Millionaire's Club at the Applications Research Lab (a magnet high school in Howard County) and presents a seed grant to Club Advisor Maddy Halbach, PhD., and Principal Edmund Evans.

Credit Unions interested in learning more or starting their own Millionaire's Clubs should visit [www.cufound.org/literacy.htm](http://www.cufound.org/literacy.htm) or call the Foundation at 443 325-0771.



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## Contact

Kyle Swisher, Executive Director  
 443 325-0771 or mail to:  
 CU Foundation MD & DC  
 P.O. Box 190  
 Glenelg, MD 21737-0190  
[www.cufound.org](http://www.cufound.org) • [info@cufound.org](mailto:info@cufound.org)

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Scan the QR code above with your smartphone to visit the Foundation's credit union resource page



## Foundation Offers Free Quicken™ Software CDs

*Credit Unions Use CDs For Member Counseling, Financial Literacy*

The Foundation has renewed its popular program that provides free copies of Quicken™ Deluxe software CDs to credit unions for their use in member counseling and financial literacy programs.

"Since the Foundation began the Quicken program we've helped fifty-one credit unions to provide these valuable tools to over 3,000 members. That's more than \$125,000 worth of this free software," reported Grants & Programs Chair Fred Caprio. "The CDs have been used to help credit union members establish budgets and track expenses and income. Many credit unions have made copies available as an incentive during financial literacy programs. This has become one of our most popular programs. Our only requirement is that the software be offered freely and never sold."

Quicken is the most widespread personal finance software in the U.S., enjoying over 70% retail market share and is compatible with many account download services to simplify members' reconciliation efforts.



Quicken guides users step-by-step through getting started, and helps create a personal or household budget.

Reports show what's coming in, going out, and most importantly, what's left over each month to spend or save.

Users can view accounts in one place. Quicken organizes user finances by bringing accounts together—including checking, savings and credit cards.

Users track bills & loan payments.

Users can see what bills have been paid, what's coming up, and if they have enough left in their accounts to cover them.

Users can set reminders to pay bills on time and check the status of past bills.

Copies of the Deluxe edition of the PC-based personal finance software are available while supplies last. Typical requests vary from 25 to 50 copies. For more information or to join this member service program please send your requests to [info@cufound.org](mailto:info@cufound.org).

# TURN THE KEY

FOUNDATION  
of MD & DC

MD & DC Credit Union Idea Exchange

Spring 2012



## “Think Pink” Program Boosts Credit Card Transfers

*Montgomery County EFCU Eyes 35% Credit Card Loan Growth In 2012*

When Montgomery County EFCU CEO Jim Norris asked his staff to increase credit card activity at the \$81 million Germantown, MD credit union, he wasn't afraid to issue a few pink slips.

“We started with a theme of ‘give your bank their pink slip’ and switch your high-rate credit card account to Montgomery County EFCU,” noted Norris. “We then added an extra incentive and pledged to donate \$50 per new account opened to support breast cancer awareness and research.”

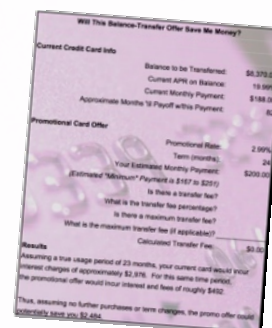
A direct mail flyer announcing an attractive 2.99% APR for nine months on all credit card balance transfers was developed alongside a matching statement stuffer. Norris also went to the airwaves with a radio ad announcing the new program.

The results were impressive. Montgomery County EFCU's 12-month card loan portfolio shot up 19% over the previous 12-month period and Norris predicts that growth to reach 35% this year.

“This is a great ‘win-win’ opportunity for the credit union and the member. We secure new credit card loans and the member enjoys both an immediate reduction in their rate and long-term savings as well.”

More details on the “Think Pink” program appear in the Q&A on the reverse of this page. View Montgomery County EFCU's marketing materials, radio ad, and an interview with Jim Norris by going to [www.cufound.org/resources.htm](http://www.cufound.org/resources.htm) where you will also find interactive tools to help you demonstrate to your members the benefit of transferring their credit card balances to your credit union.

Show members the benefit  
of transferring card balances -  
Download the free  
balance transfer calculator:  
[www.cufound.org/resources.htm](http://www.cufound.org/resources.htm)

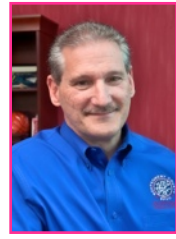


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# Q&A

With

## JIM NORRIS, CEO MONTGOMERY COUNTY EFCU



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### **Why did Montgomery County EFCU launch a credit card balance transfer program?**

*Credit cards are very important because they're a relationship service. A member with a credit card will have two times the number of services in that household as a member that does not have a credit card. Plus this program is a great benefit for our members - they enjoy an initial and substantial reduction in their card loan rate then a sustained reduced rate after the introduction period.*

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### **Can you tell us how the "Think Pink" transfer program has worked for Montgomery County EFCU?**

*We ran the promotion in 2011 and drew \$750,000 in new balances. That increased our credit card loan portfolio by 19% at midyear and landed us in the top 50 highest performing credit unions in our area. I predict we will experience about 35% credit card loan growth through the "Think Pink" program.*

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### **You tied your "Think Pink" balance transfer promotion to a charitable donation. What can you share about that?**

*The credit union donated \$50 per new credit card account to a charity founded by our member Firefighter Marshall MoneyMaker, whose three sisters died from breast cancer. Those donations totaled \$4,000. The charity's website is [www.for3sisters.com](http://www.for3sisters.com). And we also provided a \$1,250 sponsorship to our card service specialist, Jessica Clay, who participated in the Susan G. Komen three-day walk to raise funds for breast cancer research and awareness.*

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### **What advice would you share with other credit unions considering a similar credit card balance transfer program?**

*My advice would be to DO SOMETHING! ANYTHING! I believe strongly in the value of the credit card portfolio and think we need to inform members about how our credit card product is better than other providers. Here are just a few bullet points that I would add -*

- 1) Be creative*
- 2) Have a good deal*
- 3) Have strong loan underwriting*
- 4) Check your competition*
- 5) Have fun and involve your staff*
- 6) DO SOMETHING!*

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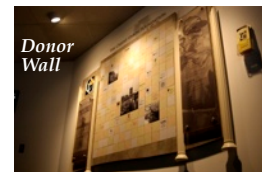
### **Would you be willing to share the promotional materials you used for the "Think Pink" program?**

*Absolutely, I'm a shameless self-promoter! You can see samples of our Marketing Department's incredible work and hear our radio ad by visiting the Foundation's Credit Union Resources site at [www.cufound.org/resources.htm](http://www.cufound.org/resources.htm). There is also a calculator credit unions can use to help show members the benefits of balance transfers.*

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# IN GRATEFUL APPRECIATION

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Over \$28,000 Raised Through Annual Events

## Lion King "Friend-Raiser" Sells Out

It was a roaring good time for patrons at the Foundation's sixth annual "Friend Raising" event as patrons gathered to enjoy the Broadway production of the Tony Award-winning The Lion King and pre-show champagne brunch. "This was an incredibly popular show," noted Advancement Chair Jo Ann Talbot. "We're grateful to have such generous support and accomplish our sixth sellout for a worthy cause!"

The annual events have raised over \$28,000 since 2007. This year's proceeds were directed to Foundation financial literacy efforts including expansion of the Millionaire's Club high school program.

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**Jo Ann Talbot**



## Enterprise Car Sales Joins With Enterprise Holdings Foundation To Support Millionaire's Club Project While Helping Credit Unions Generate Auto Loans



Credit Union	Loans
MECU	28 loans
GPO FCU	9 loans
Money One FCU	7 loans
Educational Systems FCU	5 loans
Andrews FCU	3 loans
Destinations CU	3 loans
FedChoice FCU	3 loans
Johns Hopkins FCU	3 loans
NRL FCU	3 loans
Atlantic Financial FCU	2 loans
HEW FCU	2 loans
Point Breeze CU	2 loans
Tower FCU	2 loans
Anne Arundel Co. Emp. FCU	1 loan
Baltimore Co. Emp. FCU	1 loan
Energy FCU	1 loan
First Financial FCU	1 loan
HCTA FCU	1 loan
Market USA FCU	1 loan
MCT FCU	1 loan
Transportation FCU	1 loan

Foundation Executive Director Kyle Swisher (second from left) accepts a \$9,100 donation from Enterprise Car Sales. The contribution resulted from Enterprise's "Holiday Sales" program that helped local credit unions generate 80 auto loans (see table). Also included in the contribution was a \$5,000 grant from Enterprise Holdings Foundation in support of the Millionaire's Club financial literacy program.

Pictured with Mr. Swisher are (from left) James Wagner, Group Car Sales Manager; Sue Kelley, Enterprise Business Development Executive; and Lee Turner, Enterprise Group Business Development Manager.

CU Foundation of MD & DC • PO Box 190 • Glenelg, MD 21737-0190



Genie Briggs, VP Marketing, Point Breeze CU, holds her new iPad after winning the Foundation's LINX Online Forum iPad Giveaway. Users of the free online exchange forum are eligible to win quarterly drawings. Visit LINX at [www.cufound.org/linx](http://www.cufound.org/linx)