

# Potential

Improving Lives By Serving Credit Unions, Their Staff & Members



Nº 35

Donor Recognition Issue

Spring 2019

## Not Too Late To Promote \$12,000 Credit Union College Scholarship

The March 31st deadline may be closing in, but you still have time to volunteer to judge and encourage young members to apply.

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## Sharing Non-Member ATM Fees To Support The Local Credit Union Movement

Looking for creative ways to support training grants, financial literacy, small credit union assistance? Here's an idea for you.

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## Thank You! Complete Listing - 2018 Annual Appeal Donors

In a combined show of support, credit unions, businesses, and individuals donate generously to the Foundation in 2018.

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## Celebrate Financial Literacy Month; Free Promo Kit!

Invite your members, challenge your peers, and celebrate financial literacy - a credit union core value!

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## PLEASE ROUTE:

- ☐ Board
- ☐ Lending
- ☐ Marketing
- ☐ Tellers
- ☐ \_\_\_\_\_

## Financial Counselor Certification Training; Foundation To Cover Tuition For CUs

Goal: Certified Financial Counselors in Every Local Credit Union

The CU Foundation MD|DC, in cooperation with the MD|DC CUA, has announced a new financial counselor training and certification program. As outlined, credit unions will be able to participate with tuition costs borne entirely by the Foundation.

"The plan to expand our financial education offerings into adult, non-student settings began at our Board's last planning session," said Foundation Chair Ron Shockley. "We have found success in our student financial literacy programs, especially with the Millionaire's Club, and we want to build on that to create

opportunities for local credit unions to better serve their members.

"Funding 100% of the tuition costs for financial counselor training presented itself as our best option to accomplish this new goal," Shockley said.

### Tuition Paid 100% And Convenient Online Training

With that kernel of an idea, the Board and staff began evaluating training and certification options and selected CUNA's Financial Counselor Enhanced Program (FiCEP). That program, which has been fine-tuned over the years, combines distance learning, training materials, and in-person review and certification testing.

"The Association is keenly interested in helping credit unions to better serve their members," said, MD|DC CUA President John Bratsakis. "Financial counselor training and certification enables credit unions to have one or more qualified counselors available to help sustain or improve their members' personal financial situations.

"This FiCEP partnership with the Foundation will allow every local credit union, up to our registration limit, to have a qualified financial counselor on site."



Included in FiCEP training & certification:

- Introduction to Financial Counseling
- Financial Counseling Essentials
- Special Issues in Financial Counseling
- Counseling Communication Skills
- Taxes, Insurance, and Investments
- Controlling Expenses
- Money, Attitudes & Behaviors
- Retirement Preparedness

Additionally, costs for CUNA study and certification materials have been pre-negotiated to a reduced rate. "To help make this offering even more affordable, the Foundation Board has elected to extend our training grants to help cover the costs of materials for participating credit unions with \$150 million or less in assets," Shockley added.

At press time, scheduling for the FiCEP sessions was in development. Interested credit unions should visit [www.mddccua.org](http://www.mddccua.org) for updates. Once registered, eligible credit unions may apply for study material reimbursement awards at [CUFound.Org/Training](http://CUFound.Org/Training).



Many thanks to Laurie Maddalena, Envision Excellence, for generously donating her presentation fee for a recent Mid-Atlantic CFO Roundtable appearance. Also pictured (from left) Steve Arbaugh, Sr. VP, Finance/CFO, SECUCU of MD; Kyle Swisher, Executive Director, CU Foundation MD|DC; and Bill Kennedy, CEO, HUD FCU.

## You Be The Judge!

Join the Credit Union Scholarship Judges' Panel

The Foundation's College Scholarship Program is honored to count over 100 judges on its roster!

Participation is easy and you can complete your assigned scoring in 30 minutes or less!

- ✓ Ten essays or less to score
- ✓ Entire rating process conveniently online
- ✓ All scoring instructions & tools provided
- ✓ Help young credit union members earn college scholarships!

Become A Judge! Go to:  
[CUFound.Org/Judge](http://CUFound.Org/Judge)



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## Scholarship Deadline - March 31

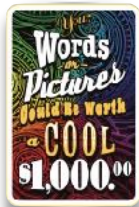
*Not Too Late To Promote This Great Member Opportunity!*

The Foundation's \$12,000 College Scholarship application deadline is fast approaching but it's not too late to apply or to promote to your members.

College or trade school-bound members of any credit union based in Maryland or D.C., or other credit unions affiliated with the MD & DC Credit Union Association, are eligible. The scholarship program is completely turnkey and free for eligible credit unions to offer as their own.

The Scholarship Program includes:

- \$12,000 in awards
- 100+ volunteer judges
- Online application site
- Lobby posters
- Scholarship graphics
- Sample web articles



With the Foundation's updated application process, members apply 100% online, right up to the midnight, March 31, 2019 deadline!

This year's topic for essay applicants is: *"How can your credit union help you become financially independent?"*

This year's video topic is: *"Create a 60-second video showing how your credit union helps you achieve financial goals."*



Photographers are invited to capture an original photograph that represents the credit union core value, "Dream big."

"The scholarship program is the Foundation's longest running and most popular offering," noted Foundation

Grants and Programs Chair Fred Caprio. "Credit unions use the scholarship to bond with and provide a tangible benefit for their young members."

"All a credit union needs to do is promote the scholarship. All resources required for the program are provided by the Foundation. And I wholeheartedly encourage everyone to join the judges' panel. I do it myself every year," said Caprio. (see link at left)

### Free Promotional Resources [CUFound.Org/CUScholarship](http://CUFound.Org/CUScholarship)

After the March 31, 2019 deadline, all credit unions with member applicants will receive a report noting who entered and the judges' rankings so they may elect to reach out to those members.

"Many credit unions provide gift cards or a letter of support to their applicant members even if they don't end up among the top contenders," added Caprio.

## Want To Help? Share Non-Member ATM Fees

Average non-member fee in District of Columbia tops \$5 according to [BankRate.com](http://BankRate.com) study

Looking for creative ways to support the local credit union movement? In addition to participating in the annual Financial Literacy Month campaign (see back page) or Participating in the "Skip-A-Pay" program, some credit unions are opting to share their non-member ATM fees to benefit the Foundation.

"Non-member ATM fees can serve as a good source to help bolster a credit union's charitable giving budget," said Beverly Zook, Foundation Advancement Committee Chair. "While we value the fee

income, many of us haven't kept up with local average non-member ATM fees.

"According to a recent study, the average non-member ATM fee in the District of Columbia now stands at \$5.11."

By adjusting fees to current market levels, and sharing collected fees with the Foundation, you help important programs without an impact to your bottom line.

To learn more about a non-member ATM fee donation program, contact the Foundation at (443) 325-0771.



# IN GRATEFUL RECOGNITION

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*The Baltimore Chapter MD|DC CUA held their annual Oyster/Shrimp/Bull Roast recently. Proceeds from the event help support Foundation programs.*

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## April Is Financial Literacy Month - Support This Core Credit Union Value!

*Free Supplies Help You Engage Staff & Membership, Show Commitment To Financial Education, & Challenge Peers*



Financial education is the core value of the Credit Union Movement. Credit Unions have been supporting financial literacy since their founding and April is Financial Literacy Month!

The Foundation is helping local credit unions celebrate this special month while supporting important programs dedicated to financial self-sufficiency:

- ▶ The Millionaire's Club student financial literacy program
- ▶ Training and certifying credit union financial counselors
- ▶ Supporting credit unions' financial education offerings
- ▶ Community financial fitness days

Credit unions set aside April to highlight financial education and invite members to make small contributions (as little as \$1) to support financial literacy efforts. The credit union that raises the most donations per total membership is awarded "Financial Literacy Month Credit Union of the Year," and presented with the "Flying Golden Piggy Bank Trophy."

It's easy to participate:

- ▶ Request your credit union's free Financial Literacy Month promotion kit at [CUFound.Org/Finlit](http://CUFound.Org/Finlit) - get lobby posters, member stickers or signs, teller buttons, and more
- ▶ Inform your staff about the celebration
- ▶ Invite all members in your teller lines to support the campaign
- ▶ Contributing members get a sign to display or a sticker to wear
- ▶ At the end of April, collected donations are forwarded to the

Foundation to support grants and programs.

- ▶ Issue challenges to your peers for good-natured competition!

The Foundation has invested over \$500,000 to support financial literacy grants and programs and is pleased to announce the new Financial Counselor Certification Program. (see article page 1)

Learn more, order your free Financial Literacy Month Kit, and support financial literacy today - visit [CUFound.Org/Finlit](http://CUFound.Org/Finlit).



Celebrate Financial Literacy Month to help support financial education programs like the Millionaire's Club student experience, and the new Financial Counselor offering (see page 1). Visit [CUFound.Org/Finlit](http://CUFound.Org/Finlit)