

## Community Outreach / 2010 Phase

### Considerations for 2010 and Beyond



The Community Outreach effort was successful on several levels during 2009, but acted mostly as a pilot program to develop traction for more ambitious efforts in 2010 and beyond.

### Planning

Development of the 2010 phase of Cooperative Advertising begins with effective planning and communication of factors affecting fundraising, message and delivery.

Input and effort by Community Outreach members is imperative. General Community Outreach meetings are scheduled on alternating months in 2010 on the following dates – all Fridays - January, 22, March 19, May 21, July 23, September 17, and November 12.

Bi-weekly teleconferences with sub-committees will be scheduled on a bi-weekly basis, or as required.

### Strategic Goals

#### **Raise \$350,000 to fund 2010 cooperative marketing campaign:**

Fundraising notices have gone out with dues notices and seven credit unions have responded with contributions. Fundraising emails and invoices denoting fair share contributions (\$20/\$1M in Assets) will be sent the first week of December.

2010 Contributions	\$14,233.48
2009 Carryover	<u>\$28,541.81</u>
Available funds	\$42,775.29

Contributions by entire MDDCCUA Board totaled \$70,220 in 2009. MDDCCUA BoD contributions would total approx. \$114,000 at Fair Share level.

Fundraising talking points will be provided to Committee members. Fundraising plans include a fund raising “telethon” by BoD members, peer-to-peer calls and personal visits.

#### **Campaign reach (88%+) and frequency statistics (17+)**

Target Media has produced an initial media plan to produce Reach and Frequency measurements.

#### **Increase visitors to WhatsInForMe.org website**

Plans are underway to link the *WhatsInItForMe.org* website with the newly designed MDDCCUA web site, allowing for immediate updating of the site, interactivity and better measurement. Other concepts include development of social media sites, including Facebook and Twitter.

CUNA has been contacted regarding providing web and printed materials in Spanish.

#### **Measure cumulative value of earned media (target \$1,000,000)**

APCO Worldwide will represent regional credit unions to media outlets regarding national legislative and regulatory issues. Target Media will emphasize earned media stories as added value to media purchases. Other options for earned media include staff correspondence with community media, public broadcasting, and public access stations.



A toolkit instructing credit unions in the submission of articles to community newspapers and other media outlets will be provided to all affiliates.

***Measure cumulative consumer participation in events (target 3,000)***

An organizational meeting of the Financial Educators Roundtable took place December 11, 2010, to coordinate FinLit activities among credit unions, non-profits, governmental agencies, and similar organizations. A database will be established in the newly designed web site to help determine how to best schedule and implement events in coordination with other groups.

Planning for the Dollars & Sense Expo in Washington DC is set for March 6, 2010, in coordination with DC metro-area credit unions, and public and private entities. The event will follow the example of Baltimore's Money Power Day, leveraging municipal support, churches, sponsorship and earned media. Target consumer attendance in 2010 is 300.

***Measure use of CU products and services (in conjunction with Strategy 2)***

Plans are being developed in conjunction with Strategy 2 – Improve Consumer Usage of Credit Unions – to provide a list of products and services that most benefit CUs and their members. Tracking will be developed to determine which aggregate products and services usage increases after implementation.

***Publish poll and other results integrate with Strategies 2 and 3: Increasing Consumers' Usage of Credit Unions and Building Credit Union Advocacy Strength***

The MDDCCUA Consumer Poll is scheduled for mid-year 2010 to be used as a measurement against the 2009 MDDCCUA Consumer Poll and information gathered since 2005. Alternate polling sources will include CUNA Member Survey, Raddon studies, and others. \$15,000 has been budgeted for 2010 for additional sources of measurement.

***Toolkits in use by 30 of top 50 credit unions***

Toolkits emphasizing best practices for credit unions will be developed in conjunction with Callahan and Associates. In conjunction with the Services Committee, the most beneficial products and services will be made available through business partnerships and other sources. Evolving issues such as the Credit Card Act, Overdraft Protection, trends in holiday and other spending will help determine the purpose and content of toolkits.

***30 of top 50 CUs provide consumer linkage to consumer web hub***

Using the newly designed MDDCCUA web site, credit unions will be provided the tools to upload consumer-related materials. Informational webinars have been scheduled to coincide with the mid-December launch of the web site.