

Twelve great reasons your credit union should offer financial education

1. **Fulfill our mission.** It's consistent with credit unions' 'people helping people' philosophy.
2. **Meet a need.** Bankruptcies are at record highs, and studies show that financial competence levels of high school graduates have fallen dramatically.
3. **Improve member relations.** You'll enhance service to unique segments of your membership, such as seniors, youth, etc.
4. **Create smarter consumers.** Financially savvy members will use your products and services more effectively.
5. **Prevent charge offs** and member bankruptcies.
6. **Enhance community relations.** Establish valuable ties with local schools, community groups and others.
7. **Improve brand awareness.** Position your credit union as the local source for financial information and expertise.
8. **Create cross-selling opportunities.** Dialog with members will help staff discover financial needs your credit union can satisfy.
9. **Create publicity opportunities.** Sharing your efforts with local media is a great way to tout your commitment to members and the community.
10. **Protect your pocketbook.** Consumer bankruptcies alone are said to cost each American family \$550 in inflated costs passed on by retailers and other creditors.
11. **Develop staff.** School visits and classroom presentations provide excellent training opportunities for developing staff leadership potential.
12. **Revitalize your membership.** The more young consumers know about making wise financial decisions, the more likely they'll choose credit union membership.