



savings rev.o.lu.tion
changing the way you save

BUSINESS PLAN

ANYTHING CAN HAPPEN (ACH) TEAM PARTICIPANTS

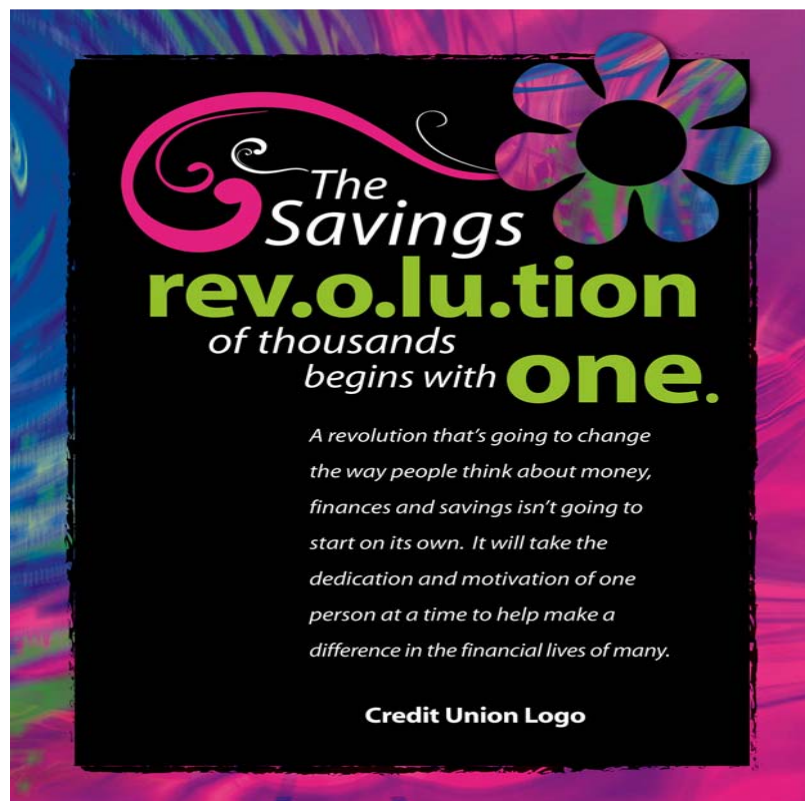
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SOLUTION

The Savings Revolution is like weight watchers for your wallet. It's a member-oriented, member-driven, social-engineering-based method for helping members help themselves get out of debt and build wealth. It's a combination of reality TV, robust online interaction and support, and individual planning. The Savings Revolution has two main components:

1. **Savings Challenge.** A Savings Challenge is an event in which selected members of your credit union compete toward achieving defined savings and debt reduction goals. The participant(s) most closely reaching or exceeding their financial goals win the competition and receive a prize. Ongoing monitoring of the participants' progress via some sort of media interaction stimulates other members and consumers to check on the families' progress. It also prompts them to think about taking the next step toward their own financial goals.
2. **Savings Revolution.** This mass nationwide implementation of setting financial goals and working toward them in concert with their neighbors and fellow members is the **Savings Revolution**. This requires some sort of networking of members and the ability for them to easily set their goals and monitor their progress toward them. They also need to be able to actively share notes with their friends and neighbors who face similar challenges and see how other people respond to those challenges. The **Savings Revolution** partners with **Wesabe.com** to facilitate an online, socially engineered, member driven site where sharing, learning, and growth can take place among your members.

MEMBER BENEFITS

Implementing either the Savings Challenge or the Internet **Savings Revolution** components may result in a number of benefits for credit union members. Among them are:

1. Realizing how easy it is to establish a savings or debt reduction plan.
2. The peace of mind that comes from achieving a financial goal.
3. A support network made up of consumers with similar savings and debt reduction goals and challenges.
4. Learning from and sharing among consumers with similar goals, objectives, and challenges.
5. Having a resource that connects consumers and provides a platform for sharing; consolidates helpful tools and information; and provides a resource to help individuals track their goals and progress.
6. Being able to realize financial dreams such as buying a new home, paying for a child's college, having enough money set aside for retirement.

CREDIT UNION BENEFITS

Credit Unions also can achieve a number of benefits. These are:

1. Informed, thrift-conscious consumers make ideal credit union members.
2. The Savings Revolution and each of its components allow CUs on an individual and/or cooperative basis to be positioned as a credible resource and advocate for their members and to consumers at large.
3. Improving the financial lives of members.
4. Significant public relations, image enhancement, and name recognition opportunities result from credit union's participation in and sponsorship of Savings Revolution.

TARGET MARKET

The primary market consists of credit union members who know they need to focus more on their finances, specifically establishing a savings or debt reduction plan, and are simply in need of an incentive to do so or tool(s) to help. The components of the Savings Revolution are fundamental enough to provide for mass appeal while customization by your credit union allows for a fine tuned target.

A secondary target is CUs and/or groups of CUs (chapters or leagues). The objective is to encourage CUs or groups of CUs to adopt the program locally. That would lead to two things: 1) numerous Savings Challenges would be occurring simultaneously and build credit union brand recognition, and 2) members participating in the internet-based Savings Revolution would create a network of stronger and more vocal credit union members who spread the word about credit unions.



OPERATIONAL AND OTHER CONSIDERATIONS

The **Savings Revolution** is an umbrella covering a host of scalable components. Each credit union (or group of credit unions) should decide which component(s) are best suited for their goals and objectives and customize them to best meet the needs of their members.

- What is your **goal** for the **Savings Revolution**?
 - o To increase product penetration of your current membership base?
 - o To attract new members?
 - o To establish your credit union as a source for financial education?
- What **budget** will you have to work with?
 - o Allow your creativity to counter any concerns you may have about not having enough to support this program.
 - o The **Savings Revolution** is entirely scalable depending on your budget and your goals
 - o Consider partnering with another credit union(s) in your community; or perhaps, with the local or state chapter. This type partnership would certainly reduce each credit union's cost while greatly expanding the overall reach of your program.
 - o In lieu of a paid-media plan for monitoring your participants' progress, would a "news approach" work better in your community? There will be many communities where the local media, whether it be broadcast or print, will view this project as a great news opportunity.
- **Consider** the demographics of your **membership** and your **community**
 - o Is your membership likely to tune in to the station or the newspaper you choose to work with to catch the latest on the Savings Challenge?
 - o Are your members Internet users who would readily adopt to the **Savings Revolution** Wesabe component?
 - o Or both?

Answers to these questions will help shape the scope and scale of your **Savings Revolution**. See the **Savings Revolution Implementation Guide** for a detailed, step-by-step approach to starting your own **Savings Revolution**.

PROOF OF CONCEPT

GECU of El Paso implemented the **Savings Revolution** in January 2007. The program is comprised of the **GECU Savings Challenge '07** wherein member families are working towards achieving established savings and debt reduction goals. Credit union coaches work with each family to help with strategies and support. The families coming closest to achieving or exceeding their goals will win a cash prize. Two local television stations (one English language, one Spanish language) are monitoring the families' progress via televised monthly 90 second vignettes.

Anything Can Happen (ACH), a Filene i3 project team, adopted the objective to take the GECU concept to a national level. To complement the "reality series" concept, the group is proposing a member-driven, web tool as a resource for consumers to establish, track, and achieve their own savings and debt reduction goals – a **Savings Revolution**.

Further, the group will provide a tool box of resources and step-by-step instructions for credit unions and/or groups of credit unions to execute their own **Savings Challenge** program locally; ideally with the assistance of an umbrella organization providing support for an established annual timeframe when numerous local **Savings Revolution** programs are staged simultaneously, nationwide.

HOW TO GET STARTED

See the **Savings Revolution Implementation Guide** for a step-by-step approach to starting your own **Savings Revolution**.

APPENDICES:

A. MARKETING PLAN

The information within this business plan and the implementation guide serve as your marketing plan. Providing a situation analysis, strategies and action plans to achieve the objective of initiating and implementing a **Savings Revolution**.

B. FINANCIAL PRO FORMA

Because the **Savings Revolution** is not a product per se; its goal is to educate consumers vs. drive revenue; and the investment can vary greatly based on how it is implemented; a financial Pro Forma or other generic projections are challenging at best. The investments will vary greatly based on the scalable components selected as well as with the distinct differences in media costs across various markets, media selected, and the level of partnership attained with those media. As you can see, each Pro Forma will be unique to each implementation, thus a sample one provided herein may be of little use.

However, two tools are provided for your use in developing your own Pro Forma for your own Savings Revolution. The **Value Analysis Calculator** is spreadsheet that helps determine the value of the investment based on select assumptions made by each credit union. The **Start-Up Estimates** spreadsheet will help easily track your start-up investment(s). Ultimately, the **Savings Revolution** is an investment in the future quality of your members and your credit union.

Thanks to GECU, the following information on their Savings Challenge experience is of interest and value when developing your own. While they did not advertise or market specific products in conjunction with their Savings Challenge, they did see an increase in the growth rate of two easy-entry accounts; No Excuse Savers Club CD and Share Accounts.

	No Excuse Savers Club CD	Primary Shares
Accts Opened 1/1/07– 7/31/07	5,341	10,057
Accounts Opened 1/1/06 – 7/31/06	3,335	9,467
% Increase Accounts Opened '06 – '07	60%	6.24%
Balance of Accounts Opened 1/1/07 – 7/31/07	\$39,074,507	\$7,099,437
Balance of Accounts Opened 1/1/06-7/31/06	\$29,932,203	\$6,056,547
% Increase in Balances of Accounts Opened '06 - '07	30%	17.22%

Value Analysis Calculator Screen Shot

Savings Revolution Value Analysis Calculator

		Q1	Q2	Q3	Q4
BENEFITS					
	Increased revenue	\$0	\$0	\$0	\$0
	Reduced costs	0	0	0	0
	Avoided costs	0	0	0	0
	Quarterly total	\$0	\$0	\$0	\$0
	Cumulative value	\$0	\$0	\$0	\$0
INVESTMENTS					
	One time investment	\$0	\$0	\$0	\$0
	Ongoing investment	0	0	0	0
	Quarterly total	\$0	\$0	\$0	\$0
	Cumulative investment	\$0	\$0	\$0	\$0
NET VALUE					
	Quarterly total	\$0	\$0	\$0	\$0
	Cumulative total	\$0	\$0	\$0	\$0
	<i>1st year net return</i>	\$0			
	<i>Breakeven point</i>	1st Quarter			
	<i>ROI (1st year)</i>	#DIV/0!			

Start-Up Estimates Screen Shot

Svgs Revolution Start-Up Estimates

[Date]

Monthly Costs	Monthly Expenses	Investment Necessary	% of Total	Source of Estimate
Solicitation for Participants				
Monthly Reporting on Progress				
Media Partnership				
Advertising				
Supplies				
Opportunity Cost (lost productivity, if any)				
Miscellaneous				
Miscellaneous				
Miscellaneous				
Miscellaneous				
Miscellaneous				
Miscellaneous				
Miscellaneous				
Miscellaneous				
Miscellaneous				
Subtotal				
One-Time Costs		Investment Necessary	% of Total	Source of Estimate
Training (for staff ability to coach participants)				
Production Costs for Marketing Materials				
Production Costs for Media Partnership				
IT Costs to link/modify Svgs Rev-Wesabe site to CU Site				
Family Selection (apps, etc.)				
Legal and other professional fees (compliance, contract review, etc)				
Other A				
Other B				
Other C				
Other D				
Subtotal				

Total Estimated Start-Up Capital