


YOUNG ADULTS:

ATTRACTING YOUNG MEMBERS, EMPLOYEES, AND VOLUNTEERS TO YOUR CREDIT UNION

filene
RESEARCH INSTITUTE



Did you know:

- Only a quarter of credit union board members are younger than 50, and only 6% are younger than 40?*
- Young credit union professionals think pay is less important than innovation or the cooperative mission?*
- Debt levels for graduating college seniors have more than doubled in the past decade?*

Filene researchers can help turn these findings into actionable tactics for credit unions to attract and retain young members, professionals, and volunteers.

*Based on findings in several Filene reports.

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Young adult members may be elusive, but they're also one of the best marketing targets for credit unions during the credit crunch. They are less indebted than older consumers and maintain needs for first-time credit products like credit cards, student loans, and auto loans. Filene will help you understand and address:

- **Social media and online search advertising.**
- **Young adult transaction accounts.**
- **Young adult lending.**
- **Advisory directors and volunteers.**
- **Young adult branches and e-delivery.**
- **Young adult financial behavior and decision making.**



BRENT DIXON

Brent Dixon is an advisor specializing in young adult issues. The Filene Research Institute has partnered with Brent to present, advise, and complete project work with credit unions based on our young adult research. Brent is a leading thinker, speaker and do'er in the areas of young adult outreach, creative development, and user experience. From concept to implementation, his work in people-focused product development gives him a unique perspective to the credit union system.

Prior to this engagement, Brent founded The Haberdashery, a creative studio based in Brooklyn, New York with a love for people, design, and the Web. He also spent five years as creative director of Trabian, an Indianapolis-based interactive agency that specializes in credit union Web site development. He was a co-founder of the blog Open Source CU, which many attribute as the birthplace of the credit union social media movement.

Brent has been cited in and written for numerous industry publications, and is a contributing author to *The Age of Conversation 2*. He has worked with the National Credit Union Foundation, CUES, and dozens of credit unions of all shapes and sizes.

Brent received his degree in journalism and public relations from Texas A&M University.

Three Ways to Engage with Filene:

1 SPEAK

If your credit union meeting needs objective, up-to-the-minute insights about young adults' financial needs, Filene can customize a presentation to address your specific questions. Available topics range from social media to generational marketing to attracting volunteers ... and more. Filene is also available to conduct workshops with multiple organizations.

2 ADVISE

Financial literacy won't connect young adults to credit unions if the credit unions don't offer the products they need. A top-to-bottom review examines your credit union's delivery systems, loan products, savings products, and transaction products. Filene will help devise recommendations based on local needs and demographic trends.

3 RECRUIT

One of the most sustainable solutions for attracting a generation of young members is to attract a generation of young leaders, managers, and volunteers. Filene works with senior leadership to build a targeted recruitment plan for entry-level professionals, MBAs, or young directors.

» Learn proven techniques. » Apply cutting-edge research. » Bring method to your young adult initiatives.

Email research@filene.org or call (608) 231-8550 for more information. Now scheduling advisory engagements!