Youth Strategy

November 23, 2012
# 1 Goal - Increase Youth membership!
How do we do this?

We build relationships
7 local elementary schools in our community
Social Media
Social Media

Facebook
Twitter
Four Square
YouTube
Website/Email
Facebook

- **Reach** is the number of people who have seen a post
- **Engagement** is the number of people who have clicked on your post to find out more
- **Talking About** is the number of people who interacted with your posts through “likes”, commenting, or sharing.

Our average “Reach” for the year has been approximately 30%, nearly double the average reach of unpaid posts on Facebook!
Ways to engage

- 15 entries
- 281 votes
- 163 NEW followers
- winner secured 75 votes
- 119 engaged users
- 50 people talking about it
This school season, for the first time ever, Sydney Credit Union is offering a Student Loan Line of Credit.

With an interest rate of Prime+1%, you pay interest only while you are in school and don't start regular payments until 1 year after graduation.

Student Loans
www.sydneycreditunion.com

An affordable way to make continuing education possible. Sydney Credit Union’s Student Loans are designed for students who require funding for educational purposes, including tuition, books, related
Canadian Credit Unions ranked 1st in customer service for 8th consecutive year – surpassing all Canadian financial institutions. [by ipsos.com]
JA Pitch it!
RED CUP!
High School
SAFE GRAD
CBU Frosh Week

“Welcome” CBU Students!

Flash your CBU STUDENT ID and have a chance to WIN an iPhone Docking Stereo with CD Player.

* Ballots will be received when CBU students open a Sydney Credit Union account or with every transaction complete in branch.
You want everything... you’ve got YOUR Everything
The good news...

Of all new members in 2012....

51% are youth!
2012 Youth Strategy

Increase youth members

- Youth = 35 years of age and under

Increase product penetration

- MemberCard
- Global Payment MasterCard
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<tbody>
<tr>
<td>Number of new youth members - net of closures</td>
<td>Decrease of 122</td>
<td>Decrease of 50</td>
<td>Decrease of 22</td>
</tr>
<tr>
<td>% of existing youth with a MemberCard</td>
<td>61%</td>
<td>Increase to 67.1%</td>
<td>65.7%</td>
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<tr>
<td>% of new youth with a MemberCard</td>
<td>69%</td>
<td>Increase to 75%</td>
<td>82%</td>
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<td>% of existing youth members with a GPC</td>
<td>3%</td>
<td>Increase to 3.5%</td>
<td>8.8%</td>
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<tr>
<td>% of new youth with a GPC</td>
<td>4%</td>
<td>Increase to 10%</td>
<td>37%</td>
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Thank you!