

# Credit Union unveils new program that donates money to classrooms, schools, districts throughout the area

*'Community Membership' program is part of growth campaign*

## Release date

Immediate

## Contact

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SEPTEMBER 2008 — Building on its 57-year commitment to “give back to the community it serves,” Education First Credit Union has unveiled a new *“Community Membership”* program that will result in real dollars being donated to classrooms, schools and districts throughout the area.

All it takes is for eligible school employees and parents to join the credit union, enroll in the program, pick the schools they want to receive the donations — and then do their banking with the credit union.

“It’s really that simple,” said credit union President/CEO Teri Creighton: “Join, enroll, pick and continue doing the banking you’re doing anyway.

“But do it with us.

“And if that happens, we’ll be writing checks to schools and districts all over the area next year.”

The *“Community Membership”* program is part of Education First Credit Union’s aggressive fall membership drive, which has included presentations to school administrators, school staffs, booster clubs and parents groups, starting in late August and continuing throughout the month of September.

Additional presentations are scheduled for October and will continue, Creighton said, “until we talk to every teacher and every parent in our schools.”

“Since 1951, we’ve been the credit union of choice for those in the education community, but we’ve never been this active in taking our message out into our market.

“What this represents,” Creighton said, “is a fundamental change in the way we’re going to do business; we’re now coming to our members, rather than waiting for our members to come to us.”

As part of this new approach, Education First Credit Union has opened its first new branch in six years — located inside the Grosse Ile Board of Education building. The credit union is also in talks with other districts to enter into similar working relationships, providing local service to members within their own districts.

The credit union also operates five high school-based service centers at Huron, Grosse Ile, Gibraltar Carlson, Airport and Woodhaven high schools. These once-a-week service centers are manned by high school business students and supervised by credit union staff.

Finally, Education First Credit Union — through its award-winning *“Learn2Earn”* program — has created nearly two dozen elementary school-based, student-run credit unions for young savers.

## ABOUT THE COMMUNITY MEMBERSHIP PROGRAM

The *“Community Membership”* program requires a separate enrollment by new and current Education First Credit Union members. Once enrolled, the member selects up to three schools (and districts) he or she would like to see receive a donation from the credit union.

From there, the member simply does his/her normal banking with the credit union — which could include savings and checking accounts, direct deposit, ATM cards, VISA cards, various loans and other services — and the credit union will make a donation at the start of the next school year, based on the aggregate level of that banking activity.

“We’ve already rolled this program out to nearly 20 schools and the response has been fantastic,” Creighton said. “Through this program, our members — and our schools — have seen how everyone benefits by being a member of our credit union.

“As we’ve been telling everyone who’ll listen: You have to do your banking somewhere — why not with us? “I think our Community Membership program answers that question,” she said.



## **‘Concierge Service’ is now a reality**

As part of its “new way of doing business,” **Education First Credit Union** has instituted *“Concierge Service”* for all members.

This service gives each member a personal representative who can provide any service, deal with any issue and answer any question.

No more call transfers, no more phone tag, no more frustration.

In addition, every person who joins the credit union will be greeted by a *“New Member Advocate,”* who will walk each member through the enrollment process.

## **BRANCH OFFICE**

20401 Gibraltar Road • Brownstown, MI 48183

## **SCHOOL-BASED BRANCH OFFICES**

Carlson High School • Huron High School • Airport High School • Grosse Ile High School • Woodhaven High School