



# Enduring Success: What we can learn from the History of Outstanding Credit Unions





“Co-operatives are a  
reminder to the  
international community  
that it is possible to  
pursue economic  
sustainability and social  
responsibility”

Ban Ki-Moon, United Nations | Secretary General





# FACTS >

In Japan **91%** of farmers operate as part of a co-operative

In Kenya co-operatives are responsible for **45%** of the GDP

In Bolivia **1/3** of population  
Have a co-operative membership



# FACTS >

In France co-operatives account for

**60%** of retail banking

**40%** of food and agricultural  
production

**25%** of retail sales



CREDIT UNIONS  
BUILD  
A BETTER  
WORLD.





# Credit Union #'s >

100 Countries have credit unions, with 53,000 Credit Unions World Wide, serving over 188 Million People (7.5%)





World  
Council  
of Credit  
Unions, Inc.





we have lowered our vehicle loan rates  
as low as **2.75% APR**  
APR = Annual Percentage Rate

[learn more & apply now](#) ▶

A Charity Campaign Funded By The Alliant Credit Union Foundation



**MAKE IT COUNT**  
**VOTE TO GIVE BACK**

Your votes help determine the charity grant amount

[Learn More](#) ▶

## Will You Have Enough to Retire Comfortably?

Learn about retirement basics

[View Webcast](#)



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**GMC**



**CHEVROLET**



*Cadillac*

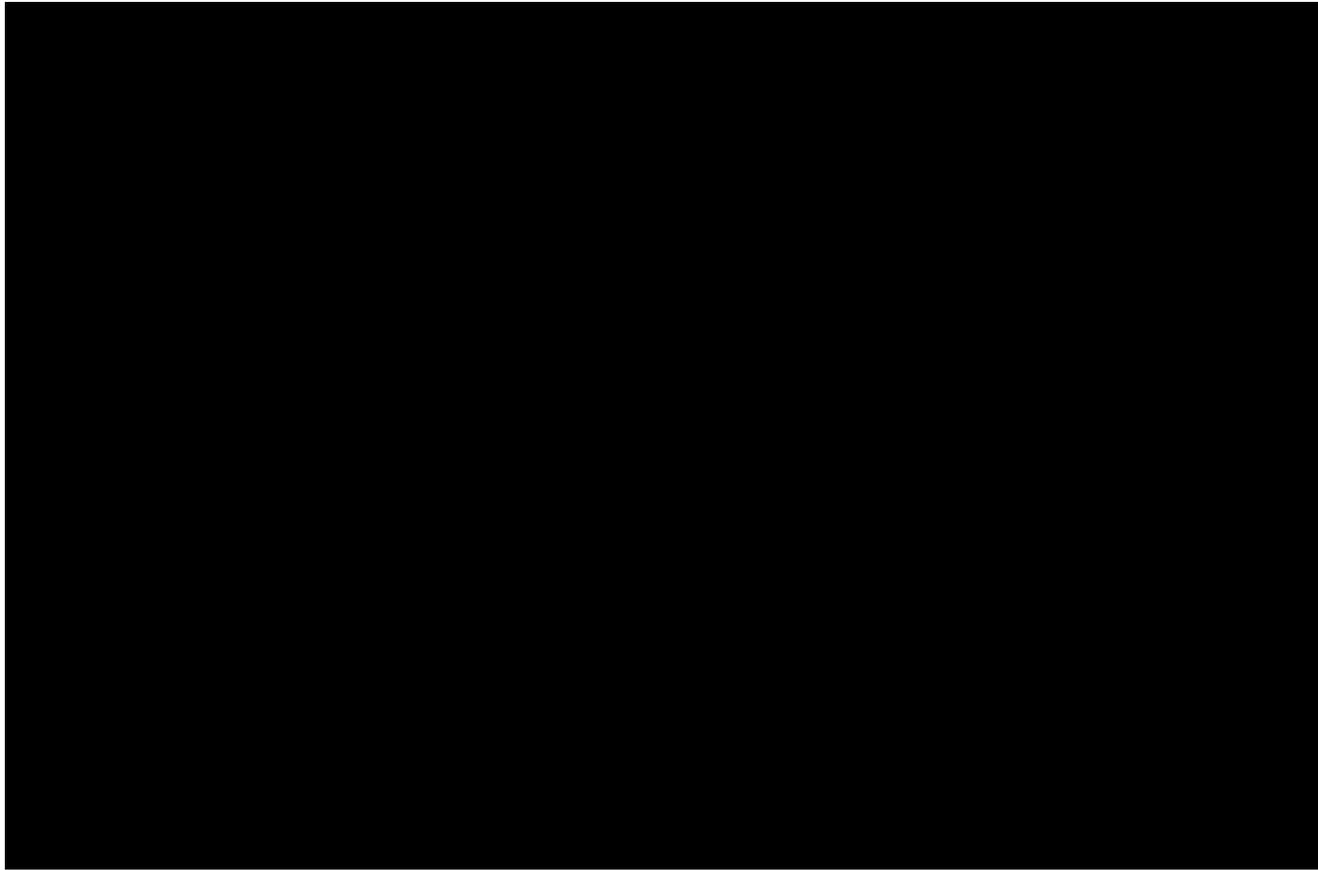


**BUICK**





# The Story of Vancity...







communitychoice  
CREDIT UNION



inofusion  
Group LLC



# Polish Movement 2004

Over 1 Million

Members, with over

1300 credit union

outlets and over 3.5

Billion in assets...





# How to Reach 1M Members in 12 Years

- Work Hard
- Be Persistent
- Pray





100% Commitment to Members





# Common Philosophies

- Exceptional Service
- Safety/Security
- Giving Back
  - Members
  - Community
  - Etc.
- Education





# Ideas...

- Social Media Presence
  - Facebook
  - LinkedIn
- Advisory Council/Focus Group
- See It, Believe It, Achieve It
- Time Capsule
- Strategic Planning

# lovemycreditunion.org

The screenshot shows the homepage of lovemycreditunion.org. At the top left is the site logo, a red heart followed by the text 'lovemycreditunion.org'. To the right of the logo is a navigation menu with links for 'About Us', 'Contact Us', 'Press Room', 'Site Map', and 'Partner Center'. Further right is a search bar with the text 'Search Site' and a 'go' button. Below the navigation is a large banner with the headline 'own your money.' and the subtext 'you earn it. credit unions think you should own it - 100%.' Below this is a search box for finding a credit union near you, with the text 'Find a credit union® near you: Enter Your Zip Code' and a 'go' button. To the right of the search box is a red Chevrolet car. Below the banner are three green buttons: 'Why Credit Unions Are Different', 'Explore Exclusive Discounts', and 'Financial Resource Center'. Below these buttons is a carousel of three items. The first item is 'Invest in America Credit Union Member Rewards' with an American flag graphic. The second item features logos for Chevrolet, Buick, and GMC, with the text 'Save on Vehicles! Save thousands on select GM vehicles!' and a link 'Explore discount'. The third item is partially visible and contains the text 'Over 447,000 vehicles have been sold through Invest in America!'. At the bottom of the page is a blue bar with social media sharing options: 'Like 816', 'Tweet 209', and other icons. On the right side of the blue bar is a 'HIDE BAR' button.





Questions??

