

# BERGENGREN CREDIT UNION



Youth Engagement

# Gen WHY?

- Aging membership demographic
  - Average age of CU member: 47
  - Prime borrowing years: 25-42
- CU & Co-op sustainability
- Easier (and 5 times cheaper) to keep an existing member than to get a new one
- Today's twentysomethings are tomorrow's big earners and consumers

# Get to know your XYZ'S

- Generation X
  - Aged 33-47
  - Born between 1965-1979
- Generation Y
  - Aged 18-32
  - Born between 1980-1997
- Generation Z
  - Aged 17 and under
  - Born after 1997

Now I  
Know  
my



# The 35 and under crowd...

Well **networked** and dependent on **technology**

**Savvy** and well informed; **distrust** traditional media

**Socially conscious** and respectful of parents, education & authority figures

Have a need for **connectivity**

# Implications for Co-ops & CU's

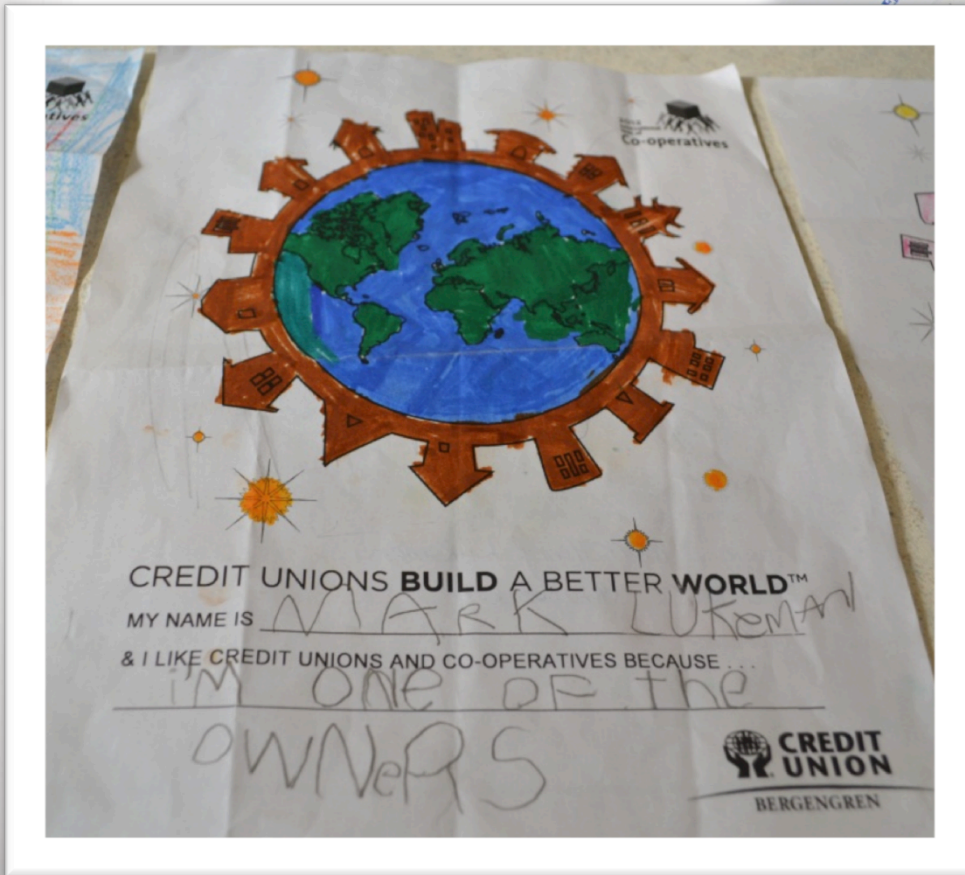
1. The need to adopt (and continuously update)  
an *online presence*
2. The need to educate membership *benefits*,  
not push products & services
3. The need to build early, meaningful  
relationships and *engage*

# Bergengren CU: Goals & tactics

- Goals:
  - Get them:
    - Increase overall youth membership
  - Engage them:
    - Develop early, meaningful relationships
  - Retain them:
    - Decrease dormancy among youth accounts
    - Foster relationships through each financial footstep
- Tactics:
  - Education, education, education
  - Meet them where they're at (school, online)
  - Peer ambassadorship & advocacy



# School Savings Program



# Financial Literacy

- School savings program
  - Ages 5-12
- Pocket Change program (SIFE)
  - Ages 12-14
- Financial Literacy presentations
  - Highschool students aged 14-18
  - NSSSA Student Conferences
- NEFE Your everything guide to money

Mock Budget Expenses:

Common Living Expenses	Monthly Amount (Avg)	Common Living Expenses	Monthly Amount (Avg)
FOOD	\$400-\$500	INTERNET	\$30.00
HOUSE/APARTMENT	\$400-\$900	Dial-up	\$50.00
UTILITIES (Rent x 25%)	\$150-\$225	High-Speed	\$50.00
TELEPHONE		HOUSEHOLD NEEDS	\$20.00
Basic Plan	\$30.00	Regular Products	\$50.00
Long Distance Plan	\$50.00	Enviro Products	\$50.00
CELL PHONE		CLOTHING	\$200.00
		Top Brands	\$50.00
		Discount	\$50.00
			\$50-\$100

CREDIT UNIONS

Did you leave room for...

SAVING?

No matter what your saving ability is, any amount will add up. Consider an account through the school savings program.

	1 YEAR	10 YEARS
\$25.00/Month	\$303	\$3030
\$50.00/Month		
\$100/Month		

Starting early and making a habit, teaches early you for your adult future.

Dealing with...

**DEBT**

CREDIT UNIONS

# Social Media



Meeting them where they're at: **Online**

## CUpip #20

Working Cooperatively means working for the good of ALL .

## CUpip #28

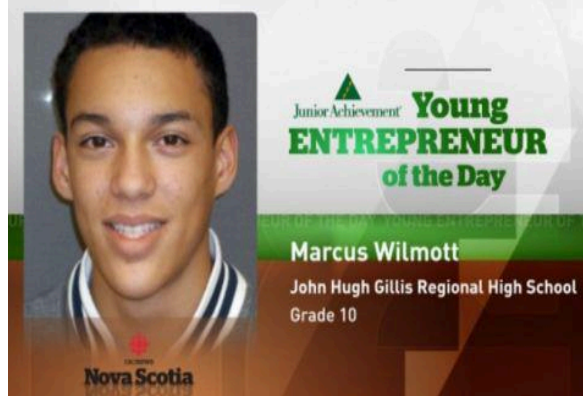
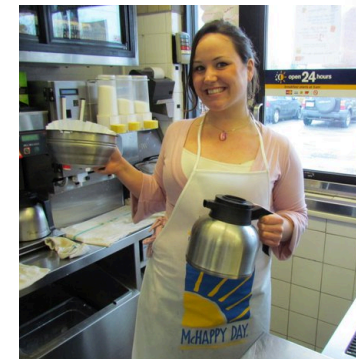
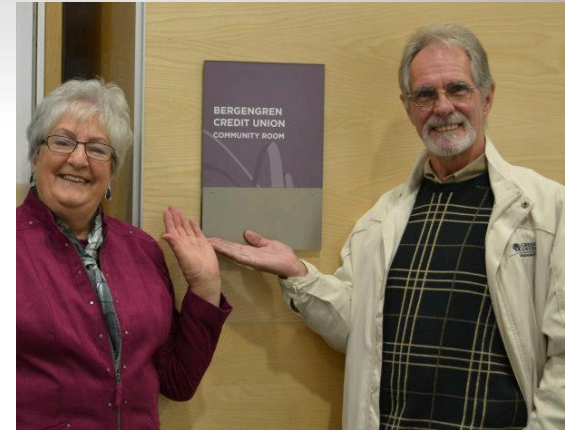
Cooperative enterprises build a better world.

## CUpip #10

YOUR credit union treats you like you own the place ... That's because YOU do!



# Sponsorships & Volunteering



# YOUTH COMMUNITY COUNCIL

connecting young vibrant leaders to their Credit Union and each other

- Giving youth owners a voice
- Engaging youth in their community
- Empowering youth to take control of their financial futures



# YOUTH COMMUNITY COUNCIL

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**CU ON SCREEN VIDEO CONTEST**  
**WIN \$1500 SCHOLARSHIP**

FOR FULL CONTEST DETAILS VISIT  
[WWW.FACEBOOK.COM/NSBCU](http://WWW.FACEBOOK.COM/NSBCU)

CO-OPERATIVE ENTERPRISES BUILD A BETTER WORLD

IN CELEBRATION OF THE INTERNATIONAL YEAR OF CO-OPERATIVES AND TO HELP YOU PAY FOR SCHOOL, BERGENGREN CREDIT UNION AND OUR YOUTH COMMUNITY COUNCIL WANT TO SEE YOUR CREATIVE SPIN ON THE THEME:

**"CO-OPERATIVE ENTERPRISES BUILD A BETTER WORLD"**



# What did they say?

“This youth council exceeded my expectations! Met some amazing people and learned a lot myself while being able to engage/educate the youth as well! Definitely a meaningful experience, I'll definitely be returning to serve next year!”

“I love that BCU gives us the opportunity to make meaningful decisions for our community. It's an environment where my opinions are appreciated and respected!”

“I love how we have access to resources that allow us to actually act on ideas and turn them into successful initiatives!”

“The BCU gave me an outlet to develop skills, created a connection between me and my Credit Union and encouraged me to become a better leader”

“One of the only 100% youth-focused and youth-run initiatives in Antigonish. More businesses should follow BCU's footsteps. Awesome experience!”



# BERGENGREN CREDIT UNION



Thank You!