



CREDIT Union Lines

AIL CANADA

TOOLS AND RESOURCES FOR CREDIT UNIONS • FEBRUARY 2010

THE BLUE PAPER

of the Month

“THE NEW ‘MOVE YOUR MONEY’ CAMPAIGN IS GAINING MOMENTUM — FAST.”

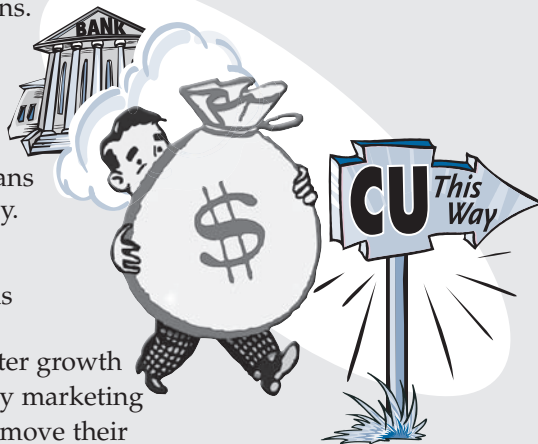
No one could really have guessed that a simple posting on a single website would grow into a national movement that would become so important to Credit Unions.

But it did.

“Move Your Money” is the new red-hot campaign that is echoing how Americans are feeling across the country.

This is a *once-in-a-lifetime opportunity* for Credit Unions to do two things:

1. Use this movement to foster growth in your own Credit Union by marketing the idea that people should move their accounts to your CU; and
2. Dramatically emphasize the difference between banks and Credit Unions.



What started as a one-time website entry has become the subject of:

- An explosion of hits on the Internet.
- Lengthy features on major email sites like AOL.
- A multitude of television programs promoting the campaign.
- Features in *Time*, *Newsweek*, *The Nation*, and other magazines.
- Newspaper stories from coast to coast.
- And a very popular website for the budding cause: moveyourmoney.info.

That’s why this month’s AIL *Blue Paper* is titled **“THE NEW ‘MOVE YOUR MONEY’ CAMPAIGN IS GAINING MOMENTUM — FAST.”**

It would be a shame to waste this made-to-order opening. ♦

For your complimentary copy, just contact your AIL representative or call the AIL Credit Union Center at 800-278-6661.

Trends and Topics

FIVE-YEAR FORECAST FOR B.C.’S ECONOMY

Central 1 Credit Union’s forecast shows B.C.’s economy on a moderate recovery path for the next two years, followed by three years of accelerated period of growth. The economy is currently emerging from its worst recession since 1982.



“B.C.’s economy is growing again with the help of record low interest rates and improvements in the world’s financial conditions, commodity markets and economy,” said Central 1’s Chief Economist, Helmut Pastrick. “In 2010, the Winter Olympics provide a temporary economic boost and the coming Harmonized Sales Tax will also lift first-half spending, though at the expense of some second-half activity.”

Faster growth after 2011 is centered in the domestic economy, and private investment in particular, assisted by more residential housing and consumer activity. The recession and initial moderate recovery has created a substantial backlog of unmet demand by consumers and businesses, and this will be fulfilled as conditions improve. Investment spending receives a boost from new major projects in the utilities, transportation, and mining sectors.

B.C.’s unemployment rate will stay high in 2010, averaging 8.1 per-

cent

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CU Trends and Topics

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cent, and then decline to below 7.0 percent by 2013. Consumer price inflation is expected to rise from zero in 2009 to 1.5 percent this year and 1.8 percent in 2011.

Housing starts are forecast to jump more than 50 percent this year from 2009's deep bottom, climbing to more than 30,000 units in 2012 and almost 40,000 units

in 2014. Some homebuilding is being brought forward before the HST comes into effect on July 1 this year.

The global economic recovery will help to lift B.C. exports, but the rising Canadian currency and structural issues will keep export growth below import growth, resulting in a steadily larger trade deficit. ♦



COAST CAPITAL WINS TOP CMA AWARDS

Coast Capital Savings was a big winner in the financial services category at the 2009 Canadian Marketing Association Awards. The B.C.-based credit union was named the top financial marketer in Canada, taking home gold for Best in Financial as well as for Financial Advertising Campaign.

"Coast Capital's double win at the nation's most prestigious marketing awards event certainly proves that a great product together with a great idea can break through the clutter, even with a modest media buy," said Lawrie Ferguson, Coast Capital's chief marketing and public relations officer. "We're extremely proud of the work we've done over the years to develop a strong and distinct brand in the financial services space, but to win against major national brands with budgets ten times what we have is quite a thrill."

The CMA awards recognize the very best creative and ad campaigns for 2008. Coast Capital's No Stress campaign includes a TV spot titled "Hair" for the CU's Free

Checking, Free Debit and More Account — Canada's first free checking account from a full-service financial institution. In the spot, a balding man blames the stress of big bank fees for his diminishing mane. He enters a Coast Capital branch, where he discovers multiple men with long, luxurious hair, supposedly due to free checking. The campaign contributed to more than 20,000 new account openings in 2008 and helped push Coast Capital's total brand awareness to a record 97 percent.

The CMA also recognized Coast Capital's b2b (business-to-business) campaign titled "Ridiculous Fees" for the One Small Fee the Rest is Free Account. The campaign, which lampoons all the petty fees big banks charge small businesses, yielded impressive results, with more than 8,500 new small business accounts openings, exceeding the CU's target by 9 percent.

The No Stress campaign was honored earlier with a Marketing Magazine Gold Award for a 30-second television single and was a finalist at the 2008 Cannes Festival. ♦



WOCCU AND CDF RESPONDS TO HAITI EARTHQUAKE

The World Council of Credit Unions (WOCCU) and the Co-operative Development Foundation of Canada (CDF) are working in partnership to bring relief to those affected by the earthquake that hit Haiti on January 12 and devastated much of the capital city of Port-au-Prince.

Wayne McLeod, CDF President, and the CDF Board are reaching out to Canadians and asking them to support those who have lost so much. "The people of Haiti already had difficult lives, and it's almost impossible to imagine the devastation the earthquake has brought them," said McLeod.



Serving the Community



WOCCU is raising money for credit union employees, volunteers, and members affected by the disaster. There is an active credit union movement in Haiti made up of 175 credit unions serving 404,090 members, according to WOCCU.

"Once WOCCU is able to assess all credit union damage, we will begin a

formal rebuilding program to get credit unions back on their feet and assist them in helping as many members as possible," said Dave Richardson, the WOCCU senior manager, who oversees the Haiti program. Those efforts will include providing assistance to rebuild credit unions



as necessary, training credit union staff to implement emergency loan programs and helping them implement crisis management strategies. ♦



Comments? Suggestions? Questions?

Call the Credit Union Center Hotline:

1-800-278-6661