



BANKING
BUILT FOR
PEOPLE



Over the past 20 years, CU Link has successfully promoted the CU Difference to Michigan's nearly 10 million residents. During the first nine months of 2020 alone, CU Link has:



Promoted credit union awareness for more than **20 years**



Recorded **23.8 million** completed digital video ads



Resulted in more than **14.4 million** social media engagements



Served up more than **115.6 million** impressions

WE ARE

**BANKING
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Starting in January 2021, we will launch a new CU Link campaign highlighting financial topics that people are concerned with every single day. Our new campaign — *“Banking Built for People”* — will showcase how everyday people, with relatable concerns during this financially uncertain time, can always count on their credit union.

Our goal is to provide solutions to the issues your members face in a relatable and encouraging way. This campaign emphasizes a core message: *credit unions care more about their members, and what makes us different, makes us better.*



[Vist MCUL.org/CULink for more info.](https://MCUL.org/CULink)

Full-Share Participation

For the past five years, 100% of Michigan credit unions have contributed to CU Link. Not only do we engage consumers, we also reach one of the core audiences for demonstrating the real-life impacts of credit unions: our state and national legislators. *We strive to make the biggest impact possible with our campaigns.*

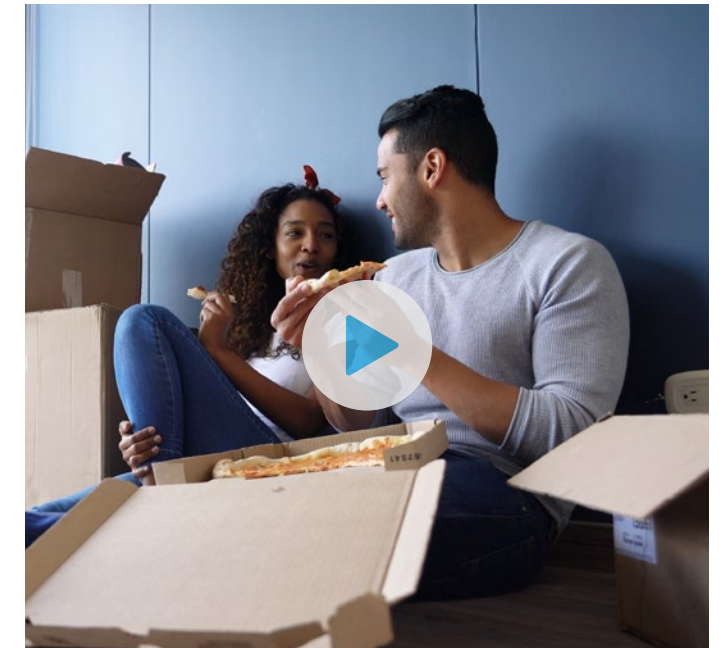
Stepping up participation to Full Fair Share tremendously expands the proven strength of the CU Link cooperative campaign. Because of the generosity and participation of many credit unions over the years, CU Link Michigan continues a longstanding partnership to make an impact across the state. We know that 56% of the population are members of a credit union here in Michigan, which well exceeds the national average of only 35%.

In the past, reimbursement for integration has been heavily fueled by our subsidiary business resources, which have been financially challenged this past year. In the past, some of you have taken advantage of reimbursement dollars — this program was heavily fueled by our partnership with Sprint. This past year, Sprint merged and changed its business model which resulted in a substantial loss of revenue to CUSG, which supports MCUL. We, like you, have had to become creative during these times and have decided to end to the reimbursement benefit as part of our restructuring.

While we cannot offer reimbursement with this campaign, MCUL will contribute 50¢ for every dollar raised to expand our media presence across the state. Additionally, our marketing team and creative agency partners are currently hard at work building out digital integration assets, data resources and additional benefits for Full-Share credit unions.

As we plan for 2021, CU Link is focused on delivering Michigan-specific messages to engage consumers and demonstrate the credit union difference.

These ads reinforce our commitment to trust, service and convenience in communities throughout Michigan. CU Link ads broadcast the CU Difference to Michigan's nearly 10 million residents, including legislators.

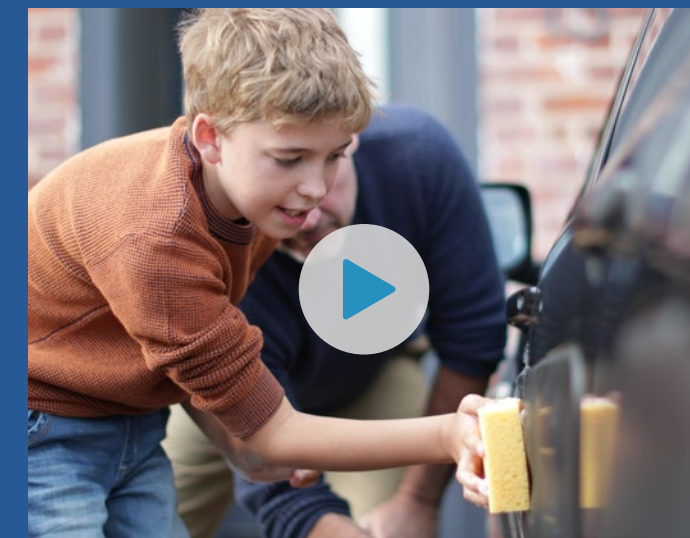


[Click to view the new 30 second ad.](#)

We encourage your continued support to advance the credit union movement now more than ever. Full-share participation expands our reach with consumers, lawmakers and influencers.

Sign up for support today!

For more information, visit MCUL.org/CULink or reach out to CULink@MCUL.org.



[Click to view a sample integration ad.](#)

Full-Share CU Link Benefits

- MCUL will contribute 50 cents for every dollar raised to expand media presence across the state
- Access to consumer research, including Michigan-based consumer panel survey reports
- Customizable and downloadable social media content/imagery
- Turnkey video options for digital and social media
- Creative resources and business partners in CUBE TV and DP+

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