

Love My Credit Union®

Campaign

PUBLIC RELATIONS TOOLKIT

VoteLoveMyCU.org

2016



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INTRODUCTION TO PUBLIC RELATIONS

- **What Is Public Relations?**

Public Relations (PR) is the management function that establishes and maintains mutually beneficial relationships between a credit union and its diverse audiences on whom its success or failure depends.

- **One of an organization's most valuable assets is its reputation.**

Corporations assign a value to reputation and call it "goodwill." The way your members and the general public thinks about your credit union determines its reputation and goodwill. The public relations function usually coordinates the credit union's activities that most influence reputation and goodwill.



INTRODUCTION TO PUBLIC RELATIONS

- **WHO do you want to reach?**
Your local news media so they can, in turn, report to the general public.
- **WHAT do we want them to do?**
Report news on the Love My Credit Union® Campaign; drive people to VoteLoveMyCU.org
- **WHAT do we want our messages to communicate?**
Credit unions are committed to a social mission of “people helping people”. The Love My Credit Union® Campaign showcases some of the many good works credit unions do to support their communities across the nation, throughout the year.
- **WHAT is the desired change in opinion?**
Credit unions, through their members and employees, have closer local community ties than other financial institutions.
- **WHAT is the desired change in behavior?**
I need to visit my local credit union to see who they are and how they operate differently than banks.



WHY TWO KEY PUBLIC RELATIONS FUNCTIONS ARE IMPORTANT TO CREDIT UNIONS

Community Relations

- Builds relationships with constituent publics such as schools, charities, clubs and activist interests of neighborhoods where the credit union operates.

Media Relations

- Mutually beneficial associations between PR representatives and journalists as a condition for reaching audiences with messages of news or features of interest (**publicity**).

LOVE MY CREDIT UNION® CAMPAIGN — A PUBLIC RELATIONS INITIATIVE

Community Relations Builds a Credit Union's Reputation

- Overall campaign objective is to differentiate credit unions as vital grassroots organizations dedicated to the social mission of People Helping People™ within their communities. Credit unions have members; banks have shareholders which is a fundamental difference.

Love My Credit Union® Campaign and VoteLoveMyCU.org

- Engage credit union employees by their selection of a local charity.
- Videos of credit union employees interacting with local charity or community organization is posted as part of a national contest to demonstrate their commitment to their members and their local communities.
- This campaign provides an opportunity for credit unions nationally to win cash awards for charities who are in real need of funding to continue providing critical services to people.

PUBLICITY FOR YOUR LOVE MY CREDIT UNION® CAMPAIGN

Objectives and Required Activities

- Requires **proactive** and **reactive** community and media relations activities
- Strategic planning
- Great execution of tactics
- **Measurable results** against campaign objectives

Anticipated Outcomes

- Can result in **donations to community charities**
- **Increased awareness** of your credit union's products and services amongst new and existing members
- **Positive change in public opinion** of your credit union
- Establishes ongoing **positive relationships with key news media** (influentials) in your community, e.g., editors, reporters and bloggers

CREATING A PUBLICITY PLAN FOR YOUR LOVE MY CREDIT UNION® CAMPAIGN

- First, take time to understand the differences:
 - Between paid communications for your campaign (advertising-controlled)
 - Earned coverage (publicity)
 - Shared communication (social media-uncontrolled, e.g., selected charity's network)
 - Credit union-controlled media like your company website and social media channels

LOVE MY CREDIT UNION® CAMPAIGN — KEY MESSAGES TO COMMUNICATE

National Credit Union Messages

- Credit unions are fundamentally different from banks. Credit unions are not for profit. Earnings are shared and returned to their members via lower loan rates, higher interest on deposits and lower fees. Sometimes earnings are paid in dividends to members. (Banks are for profit and they are governed by shareholders.)
- Credit unions are democratically governed; elections are based on one member, one vote. (Banks are governed by paid shareholders; voting is weighed in favor of those with the most shares.)
- Credit unions nationwide have more than 30,000 surcharge free ATMs. (Banks require customers to use their branded ATMs or pay fees to use other ATMs.)

Local Credit Union Messages

- Your local credit union is made up of members from the local community.
- Your credit union shares its success with its members within its community.
- Credit unions take their commitment to their local communities seriously, and “giving back” by working with local charities is an example of that commitment.

CREATING A MEDIA RELATIONS PLAN TO PROMOTE YOUR LOVE MY CREDIT UNION® CAMPAIGN

Identify Key Media and Create Your Contact List

Contact news, assignment or planning editors at your local TV stations, radio (news) stations, newspapers (daily and community weekly), city business magazines and state industry publications (may include newsletters from business chambers and educational institutions)

TIP: You'll want reporters interested in business and credit unions, and those who cover the community and charities.

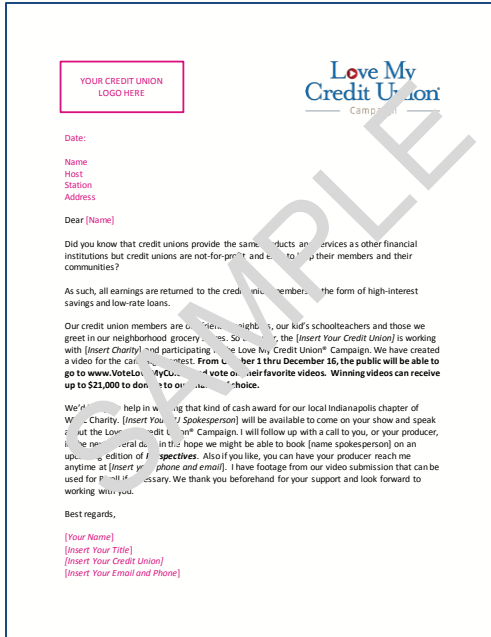
- A solid news media contact list would likely include emails and phone numbers of the right reporters at your three local TV stations, one business radio, one daily newspaper, one to two community weekly newspapers, one local business magazine, and their respective news sites.

PUBLIC RELATIONS TOOLS YOU WILL NEED TO PROMOTE YOUR LOVE MY CREDIT UNION® CAMPAIGN

Your Public Relations Tools:

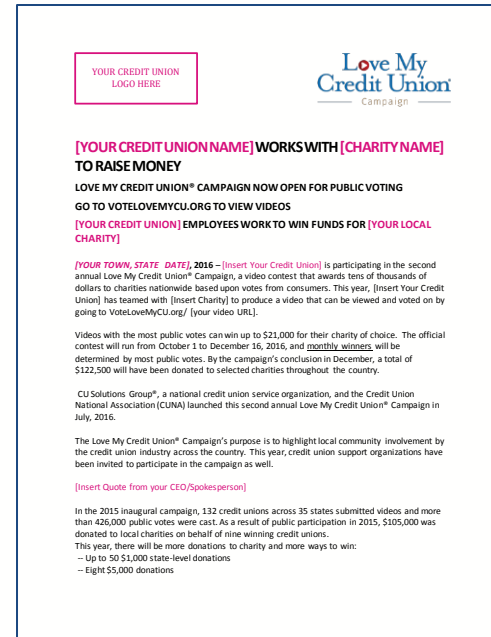
- Local media contact list with emails and phone numbers
- Pitch letter (see sample)
- News release announcing local Love My Credit Union® Campaign (see sample next page)
- Optional: High-resolution photos
- Today's news in any format is best told with visuals. TV editors often ask for B-roll video — silent video footage and your campaign news release (or rough script) describing credit union employees working with their selected charity. Visual cues in the B-roll should make it easy to identify what's going on and who is doing it. That way, TV anchors can easily “read over” the B-roll.
- A sample of previous winners can be seen at this link: VoteLoveMyCU.org/2015
- Still photos with a short “cutline” describing employees working with the local selected charity.

PUBLIC RELATIONS TOOLS TO PROMOTE YOUR LOVE MY CREDIT UNION® CAMPAIGN



Magenta areas
can be customized
to fit with your
credit union's branding

- Sample News Media Pitch Letter downloadable Word Template
- *Download button



- Sample News Release with downloadable Word template
- *Download button

PUBLIC RELATIONS TOOLS TO PROMOTE YOUR LOVE MY CREDIT UNION® CAMPAIGN

Recommended visual formats for TV, radio, print and online news sites

- Sample news release in downloadable PDF format
- Sample videos:
 - Use your 2016 Love My Credit Union® Campaign video contest entry
 - :30–:60 length; video format: 720p .MOV minimum (Low-Res)
 - :30–:60 length; video format in 1020 p .MOV or MP4 files. Max. 50MB size preferred (Hi-Res)
 - Roll with a mix of credit union leadership interviews and silent footage of the selected charity with visual identification, signage, logos, etc.
- Still photos: 300 DPI, .JPEG file for print and online publications

TIP: Always ask your media contact which format works best for them. The above recommendations may vary; making your assets available in the easiest-to-use format is the ultimate goal.

IT'S TIME TO CONTACT YOUR LOCAL NEWS MEDIA

Key Steps for Media Outreach

- **Keep your credit union employees and your selected charity contact informed about your plan to contact the news media**
- Email your pitch letter to your identified reporter/editor
- Attach the news release to the email. Always include the website [VoteLoveMyCU.org/your video URL](http://VoteLoveMyCU.org/your_video_URL) so the news media can promote the voting site.
- Follow up with a call asking for coverage
- Provide potential times for credit union CEO interviews

TIP: Reporters value news sources that are accessible, responsive, credible, accurate and factual. You may want to offer your news media contacts the opportunity to interview your CEO.

- They want timely news stories of direct interest to their readers/viewers/listeners
- Reporters may want different angles on the story. Business reporters might want more detail on how credit unions differ from banks. The Love My Credit Union® Campaign is an example of a great grassroots effort. Reporters who cover community events may want to focus on your charity/video contest and voting details.

KEY STEPS IN MEDIA OUTREACH — TACTICS

- Offer to send your news release (again) and biographical information on your CEO to your media contact when scheduling interviews
- You can send an updated news release each month of the vote. In this updated release, you could focus on the number of votes your credit union has received from the general public to freshen the story, hopefully garnering more coverage and more votes.

TIP: Always include the website: [VoteLoveMyCU.org/your video URL](http://VoteLoveMyCU.org/your-video-URL) website making it easy for editors/reporters to see the campaign details.

- Your news release and visuals (both video and still photos) can be used to announce your campaign via social media and/or on your credit union website
- This content can be repurposed to update followers and fans on vote counts for videos
- Your social media content should always include the campaign hashtag **#LoveMyCreditUnion** and that of your selected charity

MEASURING YOUR RESULTS: YOUR CAMPAIGN REPORT CARD

Media Coverage

- TV/Radio stories that aired (you can always ask when they are likely to air)
- Print clips

TIP: You can repurpose coverage for social media content

- Winning the video contest

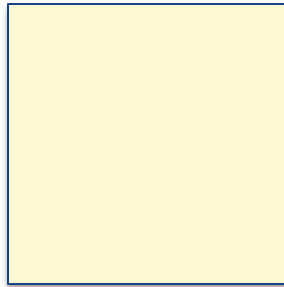
Social Media/Website

- Clicks to program-specific content on your website for duration of the program — Google Analytics
- Track engagement of social media posts
- Views and votes for your video

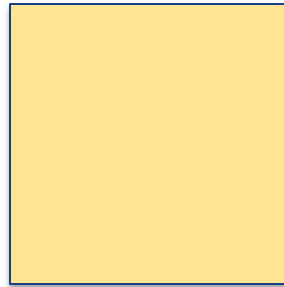
LOVE MY CREDIT UNION® CAMPAIGN

CREATIVE GUIDELINES: COLORS

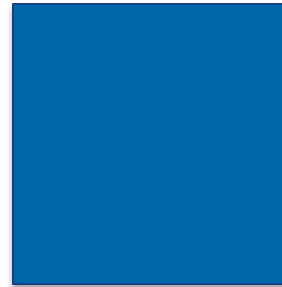
- The social content color scheme should follow the format set forth on VoteLoveMyCU.org, unifying content across channels with consistent branding.



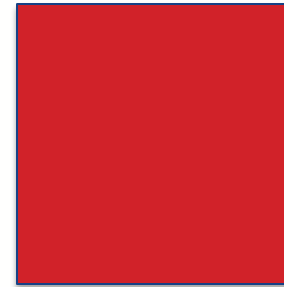
HEX# FCF9D3



HEX# FFE593



HEX# 0068AA



HEX# D12229

LOVE MY CREDIT UNION® CAMPAIGN CREATIVE GUIDELINES: LOGO

Social Icon:



Campaign:



Website:

VoteLoveMyCU.org

Hashtag:

[#LoveMyCreditUnion](https://www.instagram.com/hashtag/LoveMyCreditUnion)

LOVE MY CREDIT UNION® CAMPAIGN CREATIVE GUIDELINES: FONTS

Approved Fonts:

- Calibri Love My Credit Union® Campaign
- ITC Franklin Gothic Std (Medium) Love My Credit Union® Campaign

ENSURE YOUR SUCCESS — YOUR PUBLIC RELATIONS CHECKLIST

Step 1.

- Discuss key messages and your plan with your credit union CEO and your selected charity.
- Is there an approval process for the “tool” you will create?

Step 2.

- Contact your local news media
- Identify the right editors and reporters
- Create your news media content list

ENSURE YOUR SUCCESS — YOUR PUBLIC RELATIONS CHECKLIST (cont.)

Step 3.

- Using templates provided, create your own news release, photos and other tools.
- Is there an approval process for the “tool” you will create?

Step 4.

- Contact your local news media first through an email of your pitch letter with the news release attached
- Call them and offer interviews with your CEO and selected local charity or community organization.
- Focus on getting campaign awareness votes for your video

STEP 5. MEASURE YOUR SUCCESS

Measure to Benchmark

- News media are always pressed to cover charitable initiatives. Track your results and ask your charities to do the same.
- They have limited time and space. So, if at first you don't succeed, keep in touch and gently try again.

News Coverage Creates More Content

- Repurpose all results including any news coverage for your social media channels