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 twentisomethings 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
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

Credit Unions Build a Better World

My name is Mark Lukeman

I like credit unions and co-operatives because I'm one of the owners.
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
Social Media

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

**CUtip #20**
Working Cooperatively means working for the good of ALL.

**CUtip #28**
Cooperative enterprises build a better world.

**CUtip #10**
YOUR credit union treats you like you own the place... That's because YOU do!
Sponsorships & Volunteering
• Giving youth owners a voice
• Engaging youth in their community
• Empowering youth to take control of their financial futures
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”
“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!”
Thank You!