



Are you joining the fun for National Credit Union Youth Month 2019?

Whether you are starting small by just asking your coworkers to post an educational message on their social media pages or your team is visiting dozens of schools, we thought you might appreciate a few tips and educational messages to share!

Tips

- + Tap into the resources available from CUNA and their theme for 2019, "The future is yours... Picture it! Save for it! Share it!"
- + When visiting schools, be sure to bring along photo release forms or ask the teacher in advance which children do not have parental permission for photos.
- + Great, safe shots are from the back of the room with the kids watching one of your bankers give a riveting presentation.
- + Do group photos with the teacher.
- + Have the kids strike exciting and energetic poses with your bankers.
- + Fill your social media posts with images of kids and piggy banks or other images that denote saving money and children.

Tidbits for your newsletter, statements or e-newsletters

- + April is National Credit Union Youth Month dedicated to helping teach children about the importance of money and saving. If you struggle to teach the children in your life about money, start with a family savings goal. Put a jar on the counter that all spare change goes into. Save for a fun family outing you can all agree on. All will get excited to watch the jar fill!
- + April is National Credit Union Youth Month. Have you opened a youth savings account for your kids? Even setting aside \$1 per week adds up over the course of their lives. 18 years x \$52 + the magic of compound interest can make a difference as they set off for college!
- + In honor of National Credit Union Youth Month, sit down with your kids this weekend to talk to them about needs vs. wants. Have them pick a savings goal for something that they want. Help them break it down into weekly savings amounts. Post a thermometer on the fridge to help them keep track of their progress.

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Michigan based HT Mobile Apps is an innovative FinTech company, serving banks across the country. HT Mobile Apps has financial institution customers ranging from \$30 million in assets to over \$18 billion in assets on its platform which is designed to help banks easily and cost effectively roll out innovative new services to attract and retain new customers. The platform today powers a suite of offerings including Banker Jr., Member Jr. and now Plinqit.

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Facebook & Instagram Post Ideas

- + Very proud to work for XYZCredit Union, where we value financial education. This month we are visiting XX number of schools for National Credit Union Youth Month #CUYouthMonth
- + Excited to visit XYZ school today representing XYZCredit Union! #CUYouthMonth
- + In honor of National Credit Union Youth Month our credit union is visiting XX number of schools this month! #CUYouthMonth
- + Teaching kids about money makes for a great day at work! #TeachChildrenToSave

If you have questions or we can help with any of the above, we'd love to hear from you at info@htmobileapps.com.