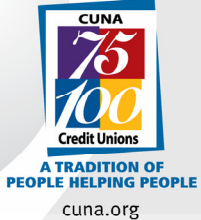




Credit Union National Association



PO Box 431 | Madison, WI 53701-0431 | 5710 Mineral Point Road | Madison, WI 53705-4454 | PHONE: 608-231-4000

Dear Credit Union League Executive:

Given both the continued membership-growth challenges confronting credit unions and the current economic environment, we wanted to share with you an opportunity to serve your league members – particularly those with \$100 million or more in assets – via two valuable research reports from the Credit Union National Association.

The 2009-2010 *National Member Survey* report and *Survey of Potential Members* report, due for release in April 2009, provide planning and strategic insights for CU marketers, executives and boards encountering the challenges of growing their memberships and/or increasing existing members’ use of services. **We have developed a report distribution-rights investment agreement for state Leagues.**

**Your League will benefit from...**

- Purchasing and providing your member credit unions this valuable information **at discounts to the League of 50% to 78% off the CUNA retail prices**, depending on the quantities purchased.
- **Teaming-up with other Leagues** (up to totals of five Leagues and 550 reports) to combine your report-purchase volumes, leverage your purchasing power, **and obtain larger discounts.**
- Gaining the goodwill and visibility of providing your larger credit unions a valuable benefit of League membership. **Three-fourths of the 2006-2007 reports were purchased by credit unions with assets of \$100 million or more; 90% had assets of \$50 million or more.**
- **Flexible payment options** – you can spread the payments across two years, if desired.

Among the many issues addressed in the reports include:

- Average number of credit union services used per member
- Members’ loyalty to their credit union and the banks they use, including “Net Promoter Scores”
- The key factors driving member loyalty
- Credit unions’ 2009 marketing budgets
- “Special focus” sections on youth and the Hispanic/Latino market
- Non-members’ familiarity with credit union products and rate/fee, benefits
- What it would take to persuade non-members to join the credit union
- **Strategic considerations, recommendations, and tactics for bringing in more members and for attracting more of existing members’ financial business**

Below are links to view excerpts from the **2006-2007** reports:

[http://buy.cuna.org/download/exc\\_NMS.pdf](http://buy.cuna.org/download/exc_NMS.pdf) - *CUNA 2006-2007 National Member Survey*  
[http://buy.cuna.org/download/exc\\_SPM.pdf](http://buy.cuna.org/download/exc_SPM.pdf) - *CUNA 2006-2007 Survey of Potential Members*

Please give this unique opportunity some consideration. We'd be happy to coordinate a call with you to address any questions you may have. Thank you for your continued support of CUNA.

Regards,

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Regards,

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