

## WHY YOUTH?

**Most credit unions know that they should be doing SOMETHING to attract young members,** but many still ask: “What are the benefits of a credit union youth savings program?”

The simple answer is that today’s youth are tomorrow’s adult members. If credit unions fail to market to the next generation now, their future borrowing and spending may be lost to competitors. However, there are also tangible benefits that may be realized by your credit union in the short term:

**Did you know that,** in most cases, adult members use three or more credit union services when their children are enrolled in a youth savings club? – The typical member uses only two.

Did you know that credit unions offering youth clubs have a higher percentage of young members (more than 9% of their membership)? – Those credit unions that don’t typically have less than 6%.

**The Credit Union Association of New Mexico has developed a strategy** to aide you in ensuring the future of your credit union. We proudly market the Claim Your Youth Teens Financial Network, Lil' Kirby Roo and the Kirby Kangaroo Club to credit unions across the United States and Canada. These innovative, turn-key products will help you entice young people in your community, and help nurture them toward becoming financially-savvy adult credit union members.

**To learn more about our award winning youth programs,**

please visit our [Web sites](#) :

