



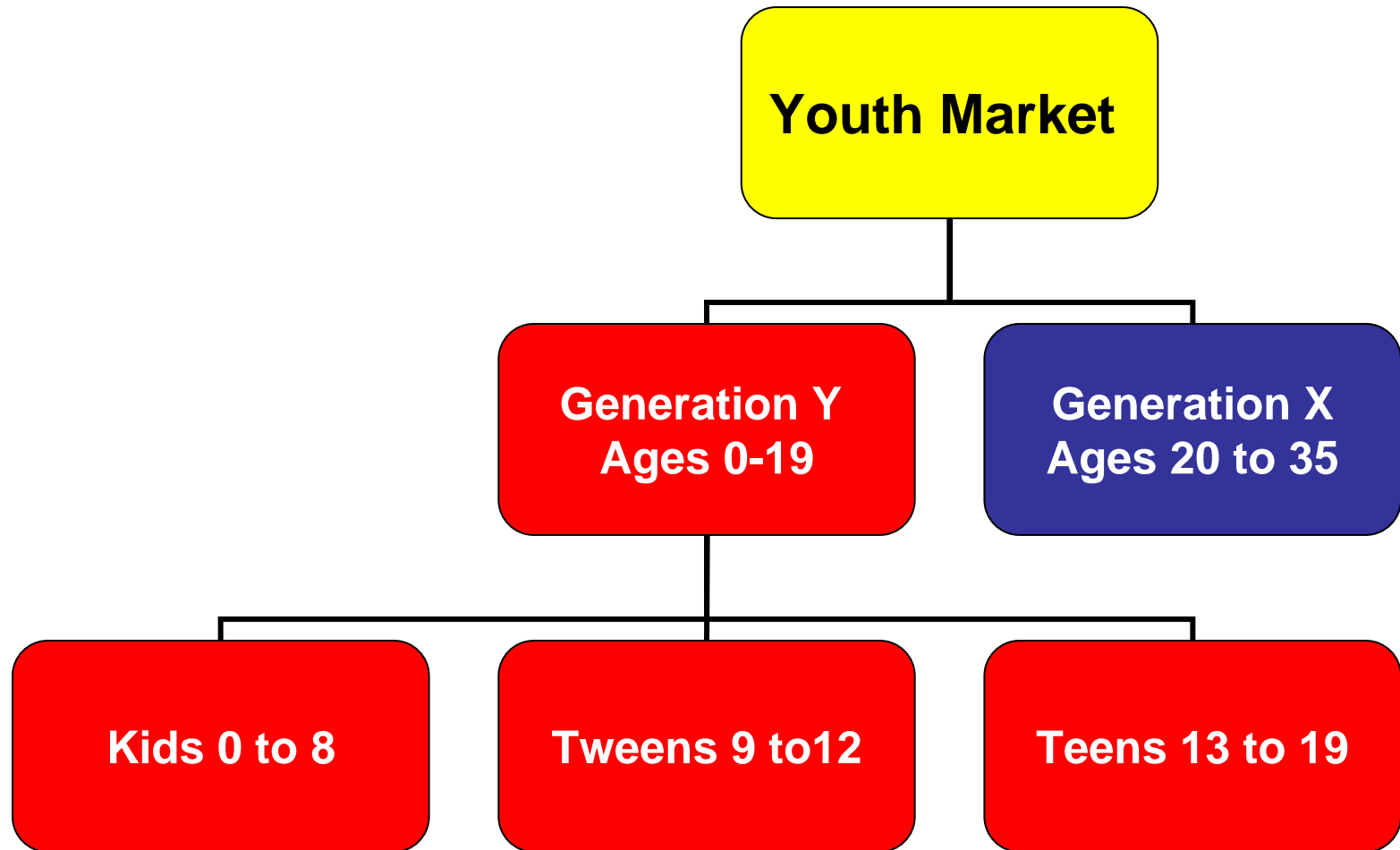
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Characteristics of Youth and Products & Services Appropriate for them



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The Youth Market Category





Generation Y



Ages 0 to 19



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Kids - Age 0- 8

- kids receive money from gifts
- teach good savings habits
- discipline at an early age
- teach them to establish goals now to save for something they might want in the future
- Easily pleased with surprises and happy moments



Tweens - Age 9 - 12

- Going through some physical change
- They do not want to be called teens but they are no longer kids – this affects their emotions
- Seeking friendships
- Start to recognize brands
- Start to be concerned of technology



Teens - Age 13 - 19

- Very aggressive, want to be always involved
- Technology savvy – mobile phone & computers, ipod
- Always hang out with friends
- We must teach them the habit of savings
- Wants gratification, excitement and innovation
- Wants fast and immediate service
- Do not want traditional because they are always concerned of fashion - trendy



Generation X



Ages 20 to 35

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Age 20-25

- High interest in the credit union concept and philosophy
- research shows people most likely to join at their early years (20-25) so their awareness and image of the credit unions and its services should be developed.
- Has substantial income
- want instant gratification
- cross selling must be emphasized
- frequent deposits & withdrawals
- convenience, fast services
- Student, Employed or unemployed
- In school or out of school



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Age 26-35

- High interest in the credit union concept and philosophy
- Have substantial income
- Starting to plan for a family
- Needs house and home appliances
- Beginning to raise children
- Needs more permanent job or additional income





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Age 26-35

- Need permanent residence
- Starting to be concerned of future savings for child education
- Increasing expenses
- Employed or unemployed
- In School or out of school





Team Exercise 1

What products and services your credit union have for the Youth?

Youth Category	Products and Services
Generation Y	
Kids 0 to 8	
Tweens 9-12	
Teens 13-19	
Generation X 19 to 35	
Students	
Professionals – Employed	
Out of School Youth	



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The success of your Youth
Products and Services
depends on your strategies
to deliver them.

Strategies . . .



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1. Create a small group to develop youth promotion





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**2. Target parents
with promotions
since they are the
key links between
credit unions and
youth.**

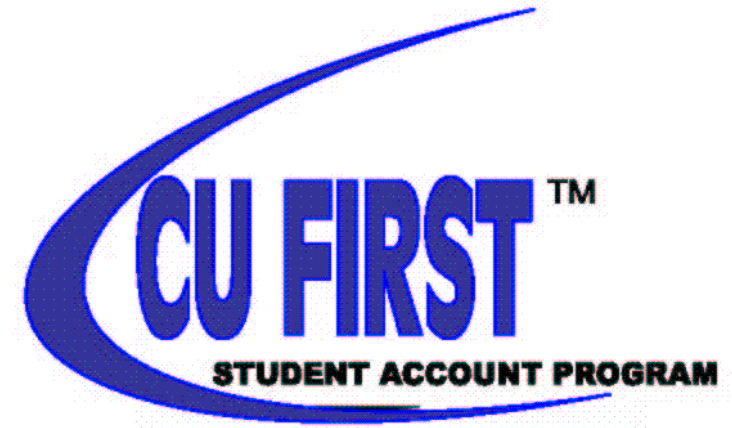


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3. Use your newsletter, lobby displays and teller station signs/flyers to remind members about your special programs.



Your Money.....
Your Choice.....
Your Credit Union!



Financial Services
For Young Adults



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4. Make up a poster on which new young members may write their own name.

You may also want to keep a digital camera on hand to take snapshots of new young members to post in your lobby.





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**5. Set up a savings
reward program to keep
children visiting the credit
unions.**



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6. Give your program a club name and use a graphic. When kids see this in your newsletter and lobby they'll know they are a part of their credit union.



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REMINDER!

Isn't cute, even if it's colorful.

Children of all ages aspire to be older than they are--
marketers call this "age compression."

Most young people want to be 4 to 5 years older,
so if you are trying to appeal to a 12 year old, use
models/graphics that would appeal
to a 16 or 17 year old.



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YouthBEE savers



★
**Star Saver
of the Month**

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Example of Awards

- Credit Union Youth Advocate Award
- Credit Union Youth Achievement Award
- Generation Next Award
- Youth Outstanding Entrepreneur Award
- F.W. Raiffeisen Youth Award
- Veerayut Youth Award





Examples of Youth Clubs

YouthBEE
savers



SMARTeens
Saver
A savings program for youth age 13-19




servus kids

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7. Once teens and young adults sign up for membership, send them a welcome letter about other products

Welcome Gift!



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8. create an ongoing relationship, not just a one-time sign up deal.

Examples:

- ***Credit Union Youth Week***
- ***Credit Union Youth Day***
- ***Credit Union Family Day***
- ***National Credit Union Challenge***
- ***National Credit Union Song Writing Challenge***
- ***National Credit Union Drawing Challenge***



Youth
in ACTION



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Disadvantaged Youth Group



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Can we identify who are the youth disadvantaged groups?

- No education
- No job or source of income
- Out of school
- “have less”
- Unskilled
- Orphans



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Youth Living in Poverty

- Young people in extreme poverty or out of school youth represent a special challenge for credit unions.





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What credit unions can offer for the Youth?



- No education
- No job or source of income
- Out of school
- “have less”
- Unskilled
- Orphans

- Adult education
- Self-employment – micro enterprise
- Skills training
- Credit union becomes their family



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What programs can we offer?

- EduLink
- JobsLink
- MarketLink
- Microfinance
- MicroFranchise





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EduLink

- **Adult Education**
- **Technical Skills Training**
- **Enterprise Management training**





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JobsLink

- **Becomes a bridge for Job employment**
- **Maintain record of Youth skills that can be matched with the jobs available**





MarketLink

- link the youth entrepreneurs to market
- Organize trade fair for youth products
- Link with CULT business dev't. center



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Microenterprise

- provide capital for youth with entrepreneurial skills for self-employment
- Assistance to identify viable microenterprise





MicroFranchise

- Replication of existing viable enterprise for replication
- Provide capital and technical assistance



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Questions and Answers