

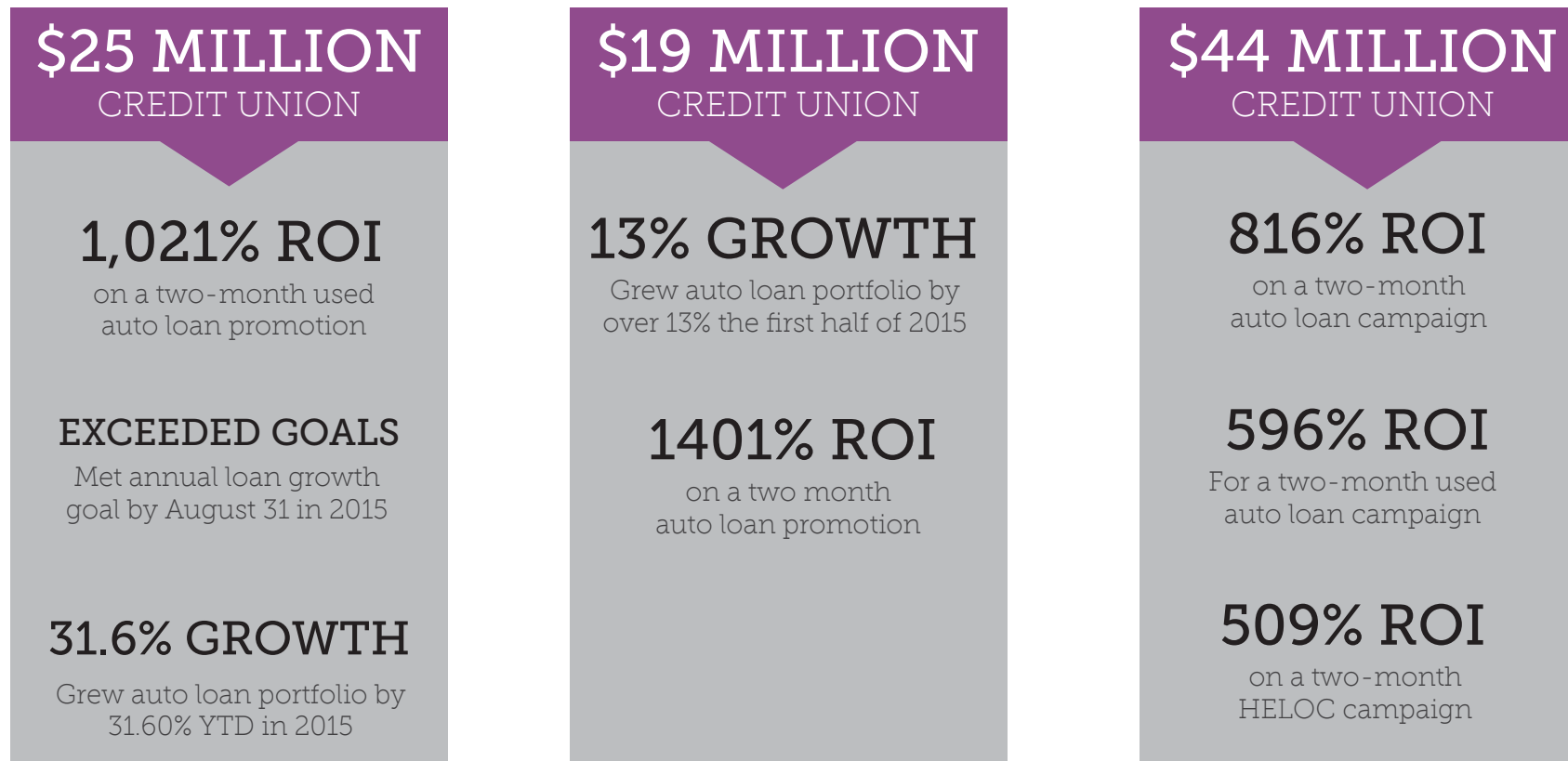


MEDIA KIT

COMPANY OVERVIEW

TwoScore was born out of a love for the credit union industry and passion for helping credit unions thrive. We do this by providing custom strategic marketing services that are not only affordable for small to medium sized credit unions all across the country, but deliver the results our clients need in order to thrive. What gets measured gets managed, and we facilitate growth, and communication of that growth, in the key performance metrics that are important to our clients.

The proof is in the numbers. Here are some of our client experiences:



FAST FACTS

FOUNDED

2014

HEADQUARTERS

4000 Leap Road #473, Hilliard, OH 43026

WEBSITE

www.twoscore.biz

ABOUT US

TwoScore is a firm that helps small to medium sized credit unions thrive and reach their strategic goals through marketing.

PAST & CURRENT CLIENTS

Edison Financial Credit Union
Education First Credit Union
Educational Community Alliance Credit Union
Harvest Federal Credit Union
Lake County Educational Federal Credit Union
Palisades Federal Credit Union
Peoples Advantage Federal Credit Union
PPG & Associates Federal Credit Union
School Employees Lorain County Credit Union
SMART Federal Credit Union
Virginia State Federal Credit Union

LEADERSHIP

Amanda Thomas McMeans, Founder & CEO



AMANDA THOMAS MCMEANS

Amanda founded TwoScore because she believes small credit unions are vital to this industry. TwoScore channels her passion for the credit union mission and the wonderful people in this industry to help credit unions reach their strategic goals through marketing.

Prior to starting TwoScore, Amanda worked for three credit unions ranging in size from \$37 million to \$20 million assets. Through this experience, she learned first-hand the unique challenges credit unions of this size face in today's market and can turn those challenges into opportunities for sustainable growth. She has a proven track record of managing marketing departments in order to conceptualize and execute marketing plans to grow membership, loans and community awareness. In addition, Amanda is an industry leader in developing and leveraging organizational culture to build consumer loyalty and differentiation within the marketplace.

Amanda has been the recipient of many state and national awards throughout her career including Credit Union Times Magazine's Trailblazer 40 Below, a finalist in the 2011 CUES Next Top Credit Union Exec competition, a three-time winner of the Ohio Credit Union League Cutting Edge Marketing Brilliance Award and a participant in Filene Research Institute Cooperative Trust's "Crash the GAC" and "Crash Big.Bright.Minds" programs.

FOUNDER & CEO

twoscore



PRODUCTS & SERVICES

TwoScore offers a variety of tailored solutions for credit unions to maximize their marketing efforts, develop their teams and achieve their strategic goals.

STRATEGIC MARKETING PARTNERSHIPS

Created for: CEOs, marketers and leadership teams

Description: CEOs want to know they're getting every penny of value out of their investment in marketing. Marketers want help measuring and managing the investment so they can focus on executing the plan. We bring our many years of industry expertise to each client relationship in order to develop a dynamic and powerful marketing strategy that delivers a solid return on investments.



"I can not be more relieved to have TwoScore as part of our team. Amanda's expertise to date has been critical to our credit union."

CEO, client credit union

"I feel so excited and empowered by this plan! It is clear you have done your homework and have put together a realistic plan for us to follow."

CEO, client credit union



MARKETING MENTORING

Created for: Beginning marketers or those wanting to take things to the next level

Description: We work one-on-one with marketing employees coaching them on the things they need to know to be successful. Driven by their own goals and strengths, we support and encourage them in the areas on which they want to focus while helping the credit union realize increased productivity and results.

MARKETING WORKSHOPS

Created for: Credit union leadership teams and employees

Description: Employee engagement and buy-in is vital to the success of the credit union. Marketing isn't just one person or department in the credit union. Everyone in the credit union is a marketer, and we give everyone in the organization the skills to know how to live out their credit union's vision every day with every member and every transaction.

MARKETING ASSESSMENTS

Created for: Credit union CEOs and marketers

Description: We perform an extensive audit to make sure that all marketing efforts are solidly in line with the credit union's overall objectives and goals, and draw on industry knowledge to suggest tactics and strategies to maximize the potential of the existing plan. This is a great way for a credit union to get the outside perspective they need to ensure the marketing plan is the most relevant and best use of its budget.

MASTERMIND GROUPS

Created for: Credit union CEOs and marketers

Description: These groups bring together the brightest and most talented credit union CEOs and marketers nationally on a monthly basis to work through specific challenges, learn from and encourage one another, and build a community of future leaders in the industry. Mastermind groups are the coolest party in the credit union space.

STRATEGIC PLANNING SESSIONS

Created for: CEOs and leadership teams

Description: We work directly with the credit union leadership to create a custom session based on specific needs that will help define a vision and course for future success. Drawing on our many years of industry experience, we share your credit union's trends against industry and peer trends, ask challenging questions and align the management team around future organizational objectives. Once the session is complete, we compile the outcomes and provide a formalized strategic plan document for the credit union.



"Amanda did a phenomenal job of keeping the momentum going throughout the entire meeting. She was enthusiastic and made it a fun experience!"

Alex Fuller, Educational Community Alliance Credit Union

"Amanda was very knowledgeable and did a very good job in getting everyone engaged in the whole process."

-Board member, Education First Credit Union

SPEAKING

A popular and powerful speaker, Amanda shares her expertise in marketing strategy, organizational culture, branding, and social media with partners across the country. Don't be surprised if you also see her guest lecturing at a local university sharing her love of marketing and credit unions with undergraduate students.



"Amanda recently presented to a select group of Geezeo clients. The subject focused on strategic planning and marketing plans for small credit unions. It was well received and we plan to work with Amanda on other projects."

-Bryan Clagett, CMO, Geezeo

"Amanda is a great resource for small credit unions that are looking to take their marketing to the next level. Her understanding of the credit union movement and challenges small credit unions face, combined with her marketing expertise, are a combination that sets her apart."

-Sarah Dale Harmon, AVP Marketing, Members Exchange Credit Union

"I have waited a long time to have Amanda's perspective of marketing presented to my CEO!"

-Participant, Mississippi Credit Union Association's Managers Roundtable

"I thoroughly enjoyed her presentation and cannot wait to put some of her tools into practice in our credit union. Her method is unique and I look forward to using it to help my credit union grow."

-Participant, Mississippi Credit Union Association's Managers Roundtable

"Thanks for the best 'whole picture' discussion of marketing I've ever heard!"

-Liz Edmonson, Credit Union Development Specialist, Mississippi Credit Union

PRESS & ARTICLES

What happens at a successful strategic planning session

Four things to do when your marketing isn't working

Five things every credit union marketer should know

March Madness...credit union style

Creating your museum

Make a plan

10 marketing myths that could be costing your credit union

Mid-year halftime review

10 tips to becoming a great marketer

Finding our inner hedgehog

The organic growth challenge

3 steps to proactive marketing

Creating the perfect marketing campaign