



Case Study



telhio
Credit Union

CONDUCTED BY

Banzai!



THREE... TWO... ONE... BLASTOFF!

Telhio Credit Union, a not-for-profit financial institution in central Ohio, has launched a virtual rocket. In 14 short months, the credit union instructed and trained over 1,700 teens, in 70 local schools, to learn the value of a dollar. Telhio not only partnered with over 100 educators, they also provided their desperately needed services at no cost to the participating schools.

“Financial education is more important than it’s ever been, but finding good tools to teach financial responsibility isn’t easy,” says Lyn Blake, computer teacher at Hilltonia Middle School. “Telhio provided us a high quality program that is both powerfully educational and fun for our students.”

In September 2011, two years prior to their spectacular foray into education, Telhio launched the “Own It” campaign. It devised the slogan to underscore ownership as the crucial reason to join a credit union. Now Telhio has extended the spirit of that campaign to schools, hoping to mold youth into wise stewards of their money while advocating ownership in the credit union movement.



FLIGHT PLANS

So, how did Telhio reach so many students, at so many schools, in such a short time? It wasn’t hard, nor was it expensive. In fact, launching the campaign required no additional staff, and only a few employees invested a small portion of their time in the project.

In May 2013, Telhio Credit Union teamed up with Banzai, a nationwide financial literacy platform designed to educate students to take control of their finances. Banzai works closely with local financial institutions – banks and credit unions – to bring its online simulations and printed materials to educators at no cost.

Perhaps most importantly, for Banzai’s partners, the program presents a unique opportunity unlike any other: hyper-targeted marketing.

“The credit union market is aging. It’s crucial that we bring young people

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into our branches. Banzai helped us reach a target age group that's really hard to talk to, especially when you don't have huge budgets like the big banks," says Karen Daniels, SVP of Member Services at Telhio Credit Union.



READY FOR TAKE-OFF

In October 2010, the state of Ohio passed legislation requiring that middle and high school students study personal finance as part of their social studies or home economics courses.

“With the state’s recent mandate to teach financial literacy in schools, teachers are looking for materials,” says Karen Mcvey, Telhio Strategic Alignment Executive. “But when you have a great program like Banzai, they use it – mandated or not.”







Banzai's online tools help students take command of their money. Using a sequence of real-life simulations, students navigate adult financial dilemmas, making mistakes and learning from them. For Telhio, it has helped the credit union expand its "Own It" message to youth, training them to *own their finances*.

"My students and I love the Banzai Life Scenarios books and online computer activities," says teacher, Donna Newman at Kilbourne Middle School. "It's a program that I plan on using again and again."



GOING INTO ORBIT

Banzai has given Telhio everything it needs to present a turn-key, professionally designed marketing program to the community. Most importantly, however, Banzai handles hyper-targeted outreach to schools: "I had no idea how Banzai would take off," says Daniels. "Nearly every

school that we've worked with since partnering with Banzai is a direct result of the program."

Banzai works like an extension to Telhio's marketing department, reaching out via direct mailers, email campaigns, and other mechanisms to local teachers. Banzai leverages school data from around the country to deploy sophisticated outreach techniques to small and large regions.



THE LAST FRONTIER

Telhio's takeoff has been explosive. But, its journey isn't over. In the next two years, the credit union will expand its program to 170 more schools, and possibly tens of thousands of students. Telhio's mission to educate students across its entire service area is well under way.



Interested in starting your own financial literacy movement?

CONTACT

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