Special Preview: Consumer Finance Marketing Toolkit for CDFIs

December 6, 2017

Agenda

- Welcome
- About the Consumer Finance Working Group
- About the Marketing Toolkit
- Preview
  - CDFI-Contributed pieces
  - New Materials & Templates
- How You Can Contribute
- Next Steps
- Questions
Consumer Finance Working Group

- Center for Financial Services Innovation (CFSI)
- Credit Builders Alliance (CBA)
- Community Development Bankers Association (CDBA)
- National Association for Latino Community Asset Builders (NALCAB)
- National Federation of Community Development Credit Unions (The Federation)
- National Foundation for Credit Counseling (NFCC)
- North Jersey Federal Credit Union
- People Inc.
- Sunrise Banks
- Opportunity Finance Network (OFN)

Marketing Toolkit

- Customizable tools for CDFIs of all types in all markets
- Focused on consumer products and services
- Market research conducted by the Mendoza Group, a minority and woman owned small business specializing in multicultural marketing
- Mendoza Group research with
  - CDFIs (banks, credit unions, loan funds)
  - Consumers
Highlights of Research Findings: CDFI Interviews

- Majority emphasized need for customized in-house marketing resources that are easy to adapt and use.
- All praise the value of word-of-mouth but are challenged to find better ways to turn it into business.
- Majority say their potential customers have “no awareness at all” of CDFIs.
- Almost half highlighted the importance of being a lender known for its social impact and known as an alternative to traditional banks.
- Most said the most important characteristic customers look for is a good-relationship with their lender.
- All value their websites and social media, but most feel they need more deliberate and integrated marketing plans.

Highlights of Research Findings: Consumer Survey

- 200 consumers of diverse geography, income (all <$100,000) and race/ethnicity.
- About 40% had recently applied for a “fast cash” loan. Of those who applied for fast cash loans, almost 75% used a payday lending service. The next highest percentage used a check cashing or money store.
- Reputation is ultimately important when selecting a loan provider, and over 60% agreed that local CDFIs would take the time to get to know them personally.
- The two most important steps lenders can take to improve personal borrowing experience are to offer assistance to prepare the consumer to borrow money and be more flexible with lending decisions.
Consumer Survey (cont’d)

How important are the following qualities in a lender?
Rank on a scale of 1-5 with 1 being most important and 5 being least important

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<thead>
<tr>
<th>HH Income Under $20K</th>
<th>HH Income $20K-$34.9K</th>
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<tbody>
<tr>
<td>Overall Rank</td>
<td>Quality</td>
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<tr>
<td>1</td>
<td>Is there for me during the hard times, as well as the good times</td>
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<td>2</td>
<td>Knows who I am</td>
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<tr>
<td>3</td>
<td>Is located close to where I live</td>
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<td>4</td>
<td>Doesn't act like a big traditional bank</td>
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Consumer Survey (cont’d)

What other qualities are important to you in a lender?

*Open ended*
Value Proposition

A different kind of borrowing from a different kind of lender.

A Community Development Financial Institution, known as a CDFI, helps to build a stronger community one loan at a time. By putting community first, we offer fair and affordable loans and financial services that will facilitate your access to financial opportunities and success.

Marketing Toolkit Preview

- Content Marketing Guide
  The card teaser text should be limited to roughly 140 characters or less to provide a brief, clear description of the resource.

- Social Media Guide
  The card teaser text should be limited to roughly 140 characters or less to provide a brief, clear description of the resource.

- Videos for YouTube Guide
  The card teaser text should be limited to roughly 140 characters or less to provide a brief, clear description of the resource.

- Tri-Fold Brochure Template

- Flyer Template
  The card teaser text should be limited to:

- Referral Postcard Template
Toolkit Preview: CDFI Contribution

This is the 2014 Corporate Social Responsibility report for Sunrise Banks. At Sunrise, we use a do good approach to our business model. Sunrise Banks is more than a bank; we create strong relationships and look for multiple ways to make an impact. It’s quite simply, believe in the power of business as a force for good and your impact will be multiplied. Join in the conversation and #BiteChange with Sunrise Banks.

Toolkit Preview: New Materials

Library by Mendoza Group including:
- Brochures
- Posters
- Calling Cards
- Flyers
- Social Media

Includes user guides

Customizable by CDFIs:
- Insert own logo, tagline and contact information
- Change and edit colors
- Add images and photos
- Available in several file formats
How You Can Contribute

- Send your “inspirations” and marketing materials to Cheryl Neas at cheryleneas@ofn.org by December 31
- Sharing and conversation will be ongoing

Next Steps

- Continue Website Buildout
- Curate and organize CDFI-submitted materials
- Finalize new materials
- Launch toolkit late January
- Ongoing feedback
Questions

- Questions?
- Other questions or to submit materials
  - Cheryl Neas cheryleneas@ofn.org