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Added value, for our valued partners.

Make the most of your CO-OP membership with a suite of innovative, value-added tools, counsel, and expertise. A wealth of value-added intellectual property, all part of your membership in CO-OP. It's just another way we help you help your members.

What's in it for you

- Receive answers to your pressing questions and concerns. "Which products should I invest in? Where is the market going? What pitfalls should I be aware of? What's the next big thing?"
- Catch up on the latest methods and best practices to make your credit union the financial institution of choice in your market, based on CO-OP's continual analysis and monitoring of market trends.
- Successfully implement new products with detailed marketing roll-out guides and customizable ad materials.
- Nearly double your charitable efforts and put your fundraising dollars to work in your local community.
- Gain insight from our expert National Relationship Management team, at your service to share their wealth of industry knowledge and experience.



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What's in it

- **CO-OP Ad Lab.** Free consumer marketing materials and marketing strategy to customize, download, and use to expand your members' usage of CO-OP products.
- **Miracle Match.** An inspiring, remarkably successful matching program that almost doubles your contributions and ensures that fundraising dollars work for local children in your community.
- **ATM Signage Program.** Promote your credit union and CO-OP Network on your ATMs. Choose from free decals or subsidized signage for your terminals.
- **TechTrends Webinars.** Online educational webinars focused on providing insights into the latest trends and technology.
- **White Papers.** In-depth studies and analysis on a range of topics relevant to credit unions today, available for download.
- **Hot Sheet.** The latest information, ideas and best practices, as well as relevant industry news, in our bi-monthly email newsletter.
- **Insight Vault Blog.** A wealth of knowledge and analysis on issues important to the credit union industry, from thought leaders and subject matter experts throughout the CO-OP family.
- **CO-OP Luminaries.** Our panel of seasoned credit union experts, available to speak at events on a wide range of industry issues.
- **CO-OP User Meetings.** CO-OP member credit unions and CO-OP experts meet on a regional level, with curriculum focused on providing viable recommendations to the challenges facing credit unions in the region.
- **Training Department.** Learn how to take full advantage of CO-OP products and services, through both live and downloadable online classes.

Introducing **THiNK**

An exciting new CO-OP initiative, THINK inspires new ways of thinking about the future of the credit union movement, and encourages credit unions to be progressive, innovative, and bold in shaping that future.

- **THINK Conference.** A conference event unlike any other. THINK brings together visionary leaders from throughout the business world to offer credit unions a fresh perspective on their challenges and opportunities.
- **THINK Prize.** Impactful ideas can come from anywhere. With \$10,000 for first place, along with other accolades, the THINK prize nurtures ideas and solutions that are innovative, shareable, and big enough to propel the credit union movement forward.
- **THINK Magazine.** Each issue of our quarterly print magazine focuses on a specific subject matter, aiming to provoke dialogue on best practices and growth strategies.
- **THINK Blog.** Innovative and insightful contributions from both inside and outside the credit union industry.

For more information, contact
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