


# CU Essentials 21

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## American Debt Relief Challenge

What is it?

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**The American Debt Relief Challenge**  
 CREDIT UNIONS MAKING A REAL DIFFERENCE

Helping Americans Save **\$14,146,888** to date

**Credit Unions Will Save 37,500 Americans Over \$900 Million**

Credit unions are providing relief for American families burdened by high interest credit cards. By rolling over high interest credit cards from one credit union to another, you can save thousands of dollars a year. Many of your monthly payments go toward reducing the debt balance to come a high interest rate. To the state and the roll over to help you get started, the you credit union about the American Debt Relief Challenge. This is a small credit union? Join today.

Roll over any state to see the savings so far:



State	Savings*
ALABAMA	\$10,000,000
ALASKA	\$0
ARIZONA	\$0
ARKANSAS	\$0
CALIFORNIA	\$0
COLORADO	\$0
CONNECTICUT	\$0
DELAWARE	\$0
FLORIDA	\$0
GEORGIA	\$0
HAWAII	\$0
ILLINOIS	\$0
INDIANA	\$0
IOWA	\$0
KANSAS	\$0
KENTUCKY	\$0
Louisiana	\$0
MAINE	\$0
MARYLAND	\$0
MASSACHUSETTS	\$0
MICHIGAN	\$0
MINNESOTA	\$0
MISSISSIPPI	\$0
MISSOURI	\$0
MONTANA	\$0
NEBRASKA	\$0
NEVADA	\$0
NEW HAMPSHIRE	\$0
NEW JERSEY	\$0
NEW MEXICO	\$0
NEW YORK	\$0
NORTH CAROLINA	\$0
NORTH DAKOTA	\$0
OHIO	\$0
OKLAHOMA	\$0
OREGON	\$0
PENNSYLVANIA	\$0
RHODE ISLAND	\$0
SOUTH CAROLINA	\$0
SOUTH DAKOTA	\$0
TENNESSEE	\$0
TEXAS	\$0
UTAH	\$0
VIRGINIA	\$0
WASHINGTON	\$0
WEST VIRGINIA	\$0
WISCONSIN	\$0
WYOMING	\$0

**Top Credit Union Savings**

Credit Union Name	Savings
First State Credit Union	\$1,246,888
First State Credit Union	\$1,246,888
First State Credit Union	\$1,246,888

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## American Debt Relief Challenge

- Inspire:** Cooperative “challenge” for credit unions to save 37,500 Americans over \$300 million.
- Serve:** Provide timely relief to American families burdened by high-interest credit cards.
- Bottom Line:** Increase credit union net revenue by promoting and measuring consumer savings through a safe balance transfer program.
- Grow members:** National media coverage of credit unions’ goal to save consumers \$300 million attracts new members. Your credit union gets well-deserved credit from your hometown media and lets members know you are there to help.

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## Making National Headlines: Media Coverage

- “We save our members money”
- The ADR website shows how much
  - Without concrete numbers, credit union talk of savings have been an empty claim to pessimistic media and consumers.
  - ADR Challenge is a reliable 3rd party.
    - ADR Challenge provides independent measurement the media respects and trusts.
    - Expert and author of “Credit Card Nation” reports ADR story updates to the national media.
    - Your hometown media calls you to localize story.

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## Your CU in the News

- Big city and small town papers localize national headline news.
  - How does it impact our local readers/viewers?
    - They want to put YOU in the story.
  - ADR Challenge makes sure this happens by:
    - Giving you a press release for your media with your information connected to the bigger national story.
    - Giving the press release to your credit union league to help you make headlines.
    - Giving you a widget for your website.

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## What's a Widget?



- A widget is a dynamic image you add to your website.
- Members and the media visiting your site see how much your credit union is saving people.
  - Your members and the media connect your credit union to the national headline making story.
  - Members and potential members come to your CU for help.
  - Your membership, service to community and net revenue grow.

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## Is ADR for my CU?

- **We have a balance transfer program:**
  - The ADR Challenge was made for credit unions already running balance transfer programs.
  - We track the success of the program you are already running and provide you, your members, local and national media with the results.

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## Is ADR for my CU?

- **No balance transfer program:**
  - Use ADR tools including: MSR training, advertising and underwriting to start one at your credit union.
  - We track the results of your program and provide the results to your credit union, your members and the media.

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## The Average American: Is your member.

### **Average American**

Makes one late credit card payment a year.

Average consumers, CU members with **good credit** are hit with these sky-high default rates.

### **Mega Bank**

Maximize profits by punishing this consumer with "default rates" as high as **30%** for **6-12 months**.

### **Credit Union**

The ADR Challenge encourages you to help these members.

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## Serving The Average Consumer

- Has **\$8,000** in credit card debt
- Avg. bank default interest rate: **24.5%**
- Avg. credit union interest rate: **9.0%**
  - Whatever your rate is, is fine. It's not 24.5%!
- Avg. family saves **\$13,600** over life of card by switching to a credit union.
- That's **\$200** a month
  - Enough for a car payment or
  - Groceries

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## Credit Union Examples

- A small CU, The Union Credit Union, (**\$12 million** in assets) transferred **\$2 million** in credit card balances in four months.
- They saved their members **\$3.5 million**.
- A larger credit union transferred **\$10 million** in credit card balances in one month.

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## HOW MUCH ARE YOU SAVING YOUR MEMBERS?

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## Participating in ADR is Easy

- We give you the tools to put in your branch and online.
  - You choose the tools you want, download and print.
  - You don't have to use all the tools.
  - Keep doing things the way you already are.
- We calculate the savings.
  - You simply send us your balance transfer reports: daily, weekly or monthly.

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## WHAT YOU GET

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### Pledge Level

ADR Logo & Style Guide	MSR Training Outline
Web Widget & Site Access	Press Release

\$500

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### The Complete Plan

Participation Tools	Full Advertising Campaign
Multiple Campaigns	Currency MARKETING

\$2,000

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### Why it Works

- The ADR Challenge works because it is based on credit unions working together.
- By leveraging our co-op values as a strength we get:
  - A unified credit union message of service
  - National media attention
  - Meaningful, measurable results
  - Affordable (only \$500) program for individual CUs and the movement.
  - Small credit unions participate for free. Leagues get it free.
  - Percentage of “join” pledge goes to National Credit Union Foundation.
  - Huge membership growth and service opportunity.

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Ready to Join?

<http://adrchallenge.org/join>



The American CREDIT UNION  
Helping Americans S  
Home How Does It Work?

Join the ADR Challenge

Join the ADR Challenge in 3 Easy Steps:

1. Click the "Join Now" button below, review your order, then click on the "checkout" button.
2. Follow the onscreen instructions to register and pay.
3. Start saving consumers hundreds of millions of dollars!

What's Included? Price: \$100.00

JOIN NOW

Share | Save

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Questions?

Invite us to join your staff or board meeting by teleconference:

(253) 200-0418  
info@ADRChallenge.org

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