



## THE GLOBAL GOOD CARD

Start a Global Good credit card program to attract and reach new members to your credit union while doing Global Good in growing the global credit union movement through the Worldwide Foundation. In a few easy steps, the card can be integrated into your line of credit card products.

### HOW A GLOBAL GOOD CARD PROGRAM HELPS THE HEAD & HEART OF YOUR CREDIT UNION



#### ATTRACT NEW MEMBERS

Who are socially minded, like Millennials to your credit union with the Global Good Card. Millennials are leveraging over \$200 billion in buying power in 2018 and with that number to only go up, integrate the perfect product that aligns your business and social responsibility goals.



#### GENERATE REVENUE & REWARDS

To benefit both you and your member's bottom line. Your members will have no annual fee and will receive the same benefits as similar cards, without impacting their rewards points already earned.



#### BE SOCIALLY MINDED...ON A GLOBAL SCALE

Give your members a chance to make an impact on a global scale by integrating the Global Good Card. Customize stories from our projects to share the scale and impact each cardholder is making on member's lives worldwide.

#### SUCCESS STORY

**SINCE 2017...** Summit Credit Union opened over **1,200** cards totaling **\$36,854** in support of the Worldwide Foundation.

#### HOW DO I START A GLOBAL GOOD CARD PROGRAM?



Connect with us at:  
[foundation@woccu.org](mailto:foundation@woccu.org)



*do* GOOD.  
*do* GLOBAL GOOD.

Engage in the global CU system at [DoGlobalGood.org](http://DoGlobalGood.org)

# FIVE EASY STEPS TO STARTING A GLOBAL GOOD CARD PROGRAM

1

## Visit

[www.summitcreditunion.com/cuglobalgood](http://www.summitcreditunion.com/cuglobalgood) to obtain marketing materials and review program details.



2

## Fill

out the submission form to receive an email to download the program materials.



3

## Download

the program and marketing materials and work with your operations team to develop a timetable for execution.



4

## Begin

to place your logo and branding in place of Summit Credit Union and customize your verbiage to your credit union.



5

## Market

your program to your members and community while sharing on social media with the industry.



### • TIPS TO START A SUCCESSFUL GLOBAL GOOD CARD PROGRAM •

- Review your plans with your legal counsel. Some states have laws governing "commercial co-ventures", which could include charitable activities that also include compensation.
- Build off an existing card program. This makes it easier to administer the program and easier for members to choose it.
- Work closely with your training and sales team to ensure they have the tools they need to explain the program to employees.
- Offer the program at no cost to members.
- Share with your select employer groups- this captive audience tends to be quite receptive to messages from their credit union.
- Feel free to contact Summit Credit Union, they have piloted this program for the movement to use.



WORLDWIDE FOUNDATION  
*for* CREDIT UNIONS

### CONTACT US AT:

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[DoGlobalGood.org](http://DoGlobalGood.org)