

Generations United FCU

Quick Start Guide for sharing Generations United Federal Credit Union with your congregation.

We're grateful for your partnership in introducing Generations United Federal Credit Union to your congregation. As a credit union rooted in the values of the United Church of Christ, our mission is to help members build financial stability while extending access to those historically underserved. By sharing these materials, you're planting seeds of possibility for your members and the wider community.

Below is a brief overview of the materials provided and how to use them effectively:

Talking Points for Church Leaders: *To help you speak confidently about the credit union*

A one-page summary with key messages and answers to common questions. Use this as a quick reference when chatting with congregants or introducing GUFCU from the pulpit.

Digital Bulletin Ad: *For Sunday bulletins, e-newsletters, or church websites*

Insert this image into your regular church communications to introduce the credit union to your members in a simple, visual way.

Printable Bulletin Board Ad: *For display in high-traffic areas around your church*

Print and post this ad on bulletin boards, entryways, or fellowship halls to spark curiosity and provide an easy way for congregants to learn more (QR code and contact info included).

Congregant Handout: *For distribution during services, small groups, or events*

A two-sided handout that briefly introduces Generations United FCU and invites members to explore opening an account. Great for including in welcome packets or pew inserts.

Brochure: *For informational tables, office visits, or take-home reading*

This trifold brochure offers a fuller overview of the credit union, including benefits, products, and how to join. Keep extras on hand for those who want to learn more.

Thank you for helping us grow.



Need More Materials? Have Questions?

We're here to support you. Contact us at jlinzey@gufcu.org or 646-422-7275 for additional copies, digital resources, or help with presentations.

— The Generations United FCU Team





Generations United FCU

Talking Points Guide for Church Leaders

Generations United Federal Credit Union is a member-owned financial institution dedicated to serving members of the United Church of Christ (UCC) community. As a digital credit union, we focus on providing convenient, secure, and accessible online financial services that align with UCC values.



Building upon a long history of commitment to economic justice,¹ General Synod XXXI in 2017 adopted a Resolution of Support for Establishing Relationships between United Church of Christ Settings and Community Development Credit Unions. The resolution indicated that economic justice needs have been identified in the communities in which the United Church of Christ serves, “such as the need for financial services to the historically underbanked or unbanked, as well as to victims of extortionate alternative financial-service industry models such as payday lenders.” Credit unions were identified as important contributors in the quest for economic justice. Among other things, the resolution called for the national setting of the United Church of Christ “. . . to explore a community development credit union relationship that can serve UCC settings nationwide.”

Introduction to Generations United FCU

What is Generations United FCU?

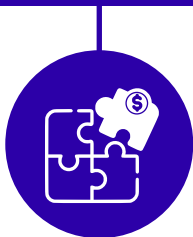
Unique Aspects of a Digital Credit Union

Flexible Digital-First Banking: We offer a full range of online banking services that allow members to manage their finances from anywhere at any time, providing convenience and flexibility.

Nationwide Branch Access: While we do not have physical branches, our membership in the Co-Op Shared Branch Network allows members to perform in-person transactions at 5,000+ credit union locations nationwide, ensuring easy access to banking services. By investing in efficient, highly secure banking systems instead of expensive branches, our credit union can pass along the savings to our members through lower borrowing costs and higher interest earnings on deposit accounts.

Nationwide ATM Access: In addition to the 5,000+ credit union locations, we're part of the Visa ATM network. This gives you over 66,000 ATMs around the world to access your money whenever you need to.

Benefits of Joining Generations United FCU



Tailored Financial Products

From savings accounts to loans, our products are designed to meet the financial needs of our members.



Enhanced Security

As a digital credit union, we employ advanced security measures to protect members' financial information and transactions.



Access Through Shared Branches

Members can access their accounts in person at any Co-Op Shared Branch Network location across the country.



Contact Information

Discover more about our digital banking solutions and Shared Branch access by visiting our website (gufcu.org) or contacting our member services team (info@gufcu.org, 646-422-7275).

Generations United FCU

Talking Points Guide for Church Leaders

Key Differences Between Credit Unions and Banks

Ownership and Benefits: Unlike banks, credit unions like ours are owned by our members, not shareholders. Profits are returned to members through better rates and lower fees.

Community-Oriented: We are committed to supporting the UCC community, delivering financial resources that service the collective needs of UCC members and organizations.



How to Join Generations United FCU

Joining is Simple: You can become a member through our website - gufcu.org. Our team is ready to assist you every step of the way.

Eligibility: Open to all members and affiliates of the United Church of Christ, embracing our community's values and mission.



Support and Resources

Robust Member Services: Our support team is available to assist with any inquiries via phone (646-422-7275) or email (info@gufcu.org).

Financial Education and Tools: We offer a range of educational resources to help members make informed financial decisions.

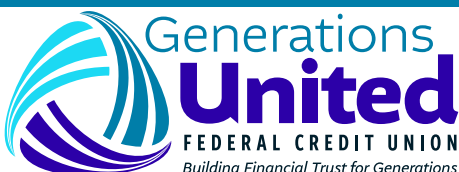


Encouragement to Learn More and Join

We invite all congregation members to explore what Generations United FCU can offer. Join us to benefit from a banking experience that supports both your financial and spiritual growth.

What Makes Us Unique?

As a proud part of the UCC, we offer financial services that embody compassion, stewardship, and collective support.



Contact Information

Discover more about our digital banking solutions and Shared Branch access by visiting our website (gufcu.org) or contacting our member services team (info@gufcu.org, 646-422-7275).

Growing Together



Discover how **Generations United Federal Credit Union**, the credit union of the United Church of Christ, can help you and the UCC community prosper.

Make a difference, join today.



Visit **gufcu.org** to learn more.



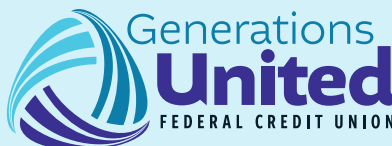
420 Lexington Avenue, Suite 850 | New York, NY 10170 | Phone: 646-422-7275

Growing Together



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Make a difference, join today.



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Welcome to Generations United Federal Credit Union

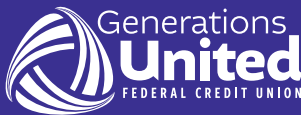
Serving the UCC community, we invite you to grow your savings while supporting our shared values of justice and service.

Why a Savings Account?

- 🌀 **Secure Growth:** Earn while you save with complete peace of mind.
- 🌀 **Community Oriented:** We are committed to delivering financial resources that service the needs of UCC members and organizations.
- 🌀 **Easy Access:** Manage your funds with our convenient online and mobile banking platforms.

Start your journey with a credit union that nurtures both your finances and our UCC community.

Grow with Us.



Visit gufcu.org to learn more.

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What Makes Us Unique?

As a proud part of the UCC, we offer financial services that embody compassion, stewardship, and equality.

OUR COMMITMENT



Trust and Transparency

Reliable services tailored to your needs.



People Over Profits

Resources focused on our members.

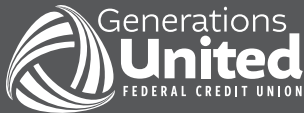


Inclusive

Solutions for our diverse community.

Ready to Begin?

Open your account today and sow the seeds for a prosperous future.



Visit **gufcu.org** or scan here to start:



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Join Us

If you are a UCC Clergy, UCC Congregation member, UCC employee, or are a member of an affiliated organization of the **United Church of Christ** you and your family members can join us and be part of our community.

Our Commitment

Trust and Transparency.

- Reliable services to meet your needs
- People over Profits
- Resources focused on our members
- Inclusivity
- Providing solutions for our diverse community

Support and Education

Dedicated Member Services:

Reach out to our team by phone at **646-422-7275** or email at **info@gufcu.org**

Financial Education:

We provide financial wellness resources for members of all ages. Enroll in a course or read an article to enhance your **financial stability and spiritual growth**.



**Join
Generations
United Federal
Credit Union
and experience
a partnership
that values
growth and
community.**



gufcu.org
info@gufcu.org
646-422-7275

420 Lexington Avenue, Suite 850
New York, NY 10170



**Socially Conscious,
Community Focused,
Justice Driven**



Welcome to
**Generations
United**
FEDERAL CREDIT UNION

Our Service Offerings

- Designed to make your banking experience a pleasant one.
- Mobile and Online Banking
- Surcharge-free ATMs at over 60,000+ locations worldwide
- Shared Branch Banking at over 5,000+ locations
- Mobile Check Deposits
- Direct Deposit from your employer
- Online Check re-ordering
- Financial Education courses and articles

Our Financial Products

Designed so that your deposits empower us to provide loans to other members in the UCC community. **Grow your savings while providing opportunity for others!**



Dividend-Bearing Checking and Savings Accounts



Youth Savings Accounts



Charitable Round-up Debit Cards



Certificates (3, 6, 9, 12, and 18-month)



Personal Loans



Multiple Credit Card Offerings

Who We Are

Generations United Federal Credit Union is a digital-first, member-owned financial cooperative committed to the financial growth of the **United Church of Christ** community. We blend innovative banking with traditional values to foster economic justice and community support.

Why Bank With Us?

A credit union is a **non-profit organization** where every member is an owner. This allows us to pass profits back to our members in the form of lower fees, better interest rates, and more services.

