



HOPE AFFINITY NETWORK FOR  
**COLLEGES &  
UNIVERSITIES**



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Credit unions have long been an important part of healthy communities. These member-owned financial institutions provide access to a wide range of affordable, responsible financial services that help individuals and families build a strong financial foundation.

Hope Credit Union (HOPE) works with businesses, faith-based organizations, government agencies, community leaders and nonprofits to provide more individuals across the Deep South with access to affordable deposit accounts and loans, convenient services, and free financial education and counseling. **We want to be their primary financial services provider.**

### HOW IT WORKS

It's easy to be part of HOPE's efforts to reach individuals and families in communities throughout the Deep South. The credit union can send representatives to locations you designate to establish memberships, accept loan applications, provide financial education, or just answer questions about credit unions and how we can help people save money and build wealth.

We can also supply your institution with information and materials that you can share on demand with interested individuals. That makes it easier for people to get all the information necessary to complete the membership process.

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### EVERYONE BENEFITS

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Becoming part of the HOPE Affinity Network can help your faculty, staff and students build a stronger financial foundation and give them the tools they need to be successful. At the same time, you will demonstrate your commitment to your employees and student body and build stronger relationships with them.

### HOPE CREDIT UNION WILL:

1. Provide financial services to your faculty, staff and students.
2. Participate in your open enrollment/student orientation events to help people open accounts or answer any questions they have as they set financial goals for the year.
3. Provide marketing and educational materials such as brochures, applications, payroll inserts, membership packets and posters .
4. Host one financial education workshop for your faculty and/or staff each year.
5. Host two financial education workshops for your students each year.

### WE ASK FOR YOUR SUPPORT WITH THE FOLLOWING:

1. Display and distribute HOPE marketing and educational materials at your school.
2. Host two HOPE membership drives at your institution.
3. Invite HOPE to participate in a student and parent orientation event.
4. Include information about HOPE in at least one of your newsletters, emails, event announcements or other communications.

## PRODUCTS & SERVICES

- Affordable Checking Accounts
- Free HOPE Rewards Checking Accounts
- Student Checking
- Money Market Accounts
- Choice Cards
- Savings Accounts
- Traditional and Roth IRAs
- Share Certificates
- Personal Loans
- New and Used Vehicle Loans
- Home Loans
- Small Business Accounts and Loans
- Free Online, Mobile, and Telephone Banking
- ATM, Debit, and Credit Cards
- ATM Network
- Direct Deposit
- E-Statements
- Free Financial Education and Counseling
- National Shared Branching Network



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