

Simplifying Minor Memberships

From Compliance Clarity
to Family Growth

Youth Products: 24-Month Growth Snapshot

+57%

Checking accounts

+76%

Savings accounts

263

First Step Visa cards issued

+62%

Checking balances

+58%

Savings balances

+59%

Debit card volume

First Step Visa balances: \$19K | All results achieved in less than 24 months

Youth Are Driving New Member Growth

15% of statewide new members are under 18 (#3 segment)

25% of home-market new members are under 18 (#1 segment)

****trailing 6 months**

Youth Loyalty Is High, Advocacy Is Improving

76.8% MLI

2nd highest segment,
+2.5 pts in 2 years

62.2 NPS

+6 pts in 2 years



Thank you!

Scan to learn more