

## 2024 Credit Union Museum – CU History Collection Project

### Writing Guide

**Short Introduction** – think of it like a long headline, give the reader an overview of the story

Example *“Farm workers join together to provide loans for crop seeds in 1937. Today ABC United Credit Union provides \$10 million in agricultural loans.”*

**History/Narrative** – tell your story

Paragraph 1 – how CU started (who, what, where, why)

Paragraph 2 – how CU evolved (name changes, adding branches, expanding field of membership)

Paragraph 3 – how CU serves members today (assets, number of members, latest services added)

Example *“ABC United Credit Union began as ‘United Farmers CU’ when 9 farmers from Manchester County, Illinois who were unable to get loans decided to pool together \$75 to help each other take out loans. The credit union’s funds were held in a cigar box. The first office was on Main Street in Anytown with office hours from 10:00 am to 7:00 pm on weekdays to accommodate farmers. Our first paid staff member was Jill Smith who served as manager from 1950 – 1979.”*

*“In 1984 we became known as “County Farmers CU,” opened our first branch in J, and expanded to serve Concord and Lebanon counties. The credit union had 1,200 members and \$4 million in assets. In addition to agriculture loans, we offered auto loans and checking accounts. We were the first financial institution to have a kids club to encourage young people to put money in a savings account.”*

*“Today, ABC United Credit Union has 25,000 members who live in a 19-county region and \$326 million in assets. Our name reflects our geographic expansion and the roots which tie us to the community. We offer online and mobile banking, mortgages, investment advisors, as well as credit cards. We have 7 branches and belong to the largest ATM network, making it convenient for members to access their funds. During the mid-2020s, we’re planning to add electric car loans as well as green energy loans for residential solar panel systems.”*