



CU at

Initiative

Outline of Goals and Partnership Opportunities





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Introduction

“C U at” is an initiative Texan Sky has developed to benefit both our members and our community. We believe it's our responsibility and now we've made it our mission. The “C U” in the name is a play-on-words for credit union, but also a call to action aimed at members of our community.

The idea predated the global pandemic, but was unable to launch due to the circumstances. Economic fallout from those events have created a need for this campaign, and will produce more meaningful results.

Texan Sky Credit Union is looking to partner with like-minded, local businesses to motivate local spending.





A community is a unified group of individuals by definition. Texan Sky is looking for local business who would be willing to link arms with us and, together, help other members of our community by encouraging local economic focus.

\$68

out of every \$100 spent at locally owned businesses remains in the community.¹

- Over \$9.3 billion would be directly returned to our economy if every US family spent just \$10 a month at a local business.²
- Businesses with fewer than 500 employees account for 99.7% of all US employers.³
- 75% of small business owners donate an average of 6% of their profits to community causes each year.⁴
- 25% of local businesses closed because of low sales or limited cash flow.⁵
- 65% of Americans' shopping budgets is still spent in-store.⁶

*Sources:

1. Civic Economics – Andersonville Study of Retail Economics.

2. https://www.huffpost.com/entry/why-buying-local-is-worth_b_4310520

3. <https://sbecouncil.org/about-us/facts-and-data/>

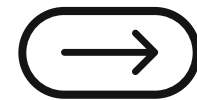
4. <https://www.prnewswire.com/news-releases/small-business-charitable-giving-produces-big-impact-on-communities-nationwide-300780876.html>

5. https://www.sba.gov/sites/default/files/SmallBiz_Facts_Why_Do_Businesses_Close_May_2018_0.pdf

6. <https://smallbiztrends.com/2017/09/small-business-retailers-need-know-online-consumer-behaviors-right-now.html>

Building Partnerships

Our aim is to develop partnerships that are helpful to both parties. We will work together to shape and build the partnership.



Partner Priorities

Evaluate what your business needs are and what type of partnership is feasible and can be recorded.

Texan Sky Priorities

The proposed partnership will be reviewed in line with our member and business standards and evaluated for implementation.

Community Impact

The partnership should result in positive community and economic benefit.

Branch Signage

Partner logos and information will be displayed via signage inside the main lobby.

Social media

Future partner photos, details, and logos will be posted throughout the duration on our Facebook page.

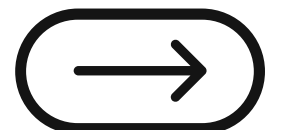
Newsletter

Partnerships will be introduced and outlined in the quarterly newsletter.

Communications

Texan Sky will utilize available platforms to communicate partnership details. Partners are encouraged to engage as well!

Each business is different, and has unique communication outlets. If your business has a means you wish to discuss, please include it in your proposal.



Next Steps

Idea

- Business need identification
- Offer
- Logistics

Proposal

- Complete online form
- Meeting setup

Plan

- Meet with Texan Sky team
- Finalize partnership
- Develop appropriate communications

We've made it easy to put your idea in motion. Simply fill out the online form, and you'll be contacted to set up an in-person meeting.

Our team at Texan Sky is looking forward to working with you!





Thank you

We thank you for your support and interest in efforts that contribute to the community.

Contact

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