



Spring is with us despite everything else that is going on in our neighborhood, our country, and the world.

Times have definitely changed. This newsletter will look at some of the ways to find firm footing for your collection department while building loyalty for your members. Enjoy the newsletter.

Looking Out for Members Proactively



"Proactive behavior involves acting in advance of a future situation, rather than just reacting. It means taking control and making things happen rather than just adjusting to a situation or waiting for something to happen."

There is a silver lining for members, the credit union can really help. This is the key member experience – being able to tell their story to a collector who wants to help.

[Listen](#) to an interview with CU Recovery Vice President Of Business Development, Bryan Moffitt. - from CUBroadcast

1 free registration to the 2020 Academy plus up to 3 nights lodging at the host hotel. Submit your application today. Deadline to apply is this Friday, April 17.

[Learn More](#)



April Collection Tip - Create a Member Experience

Society is staggering under the short- and longer-term economic impact of the pandemic. Many credit union members will have to decide about the handing of their finances. Collection calls won't stop, but your approach should:

- You may be in the same situation as the member you are talking to. LISTEN, empathize, care.
- Pay attention to how your member feel as well as what they need.
- Validate that their feelings are facts. It is a powerful statement showing you understand the member's concerns.
- Let the member know how the credit union can help rather than dwelling on the negative.



Cooking With Kids

While they are out of school, get the little ones involved in the kitchen with simple, kid-friendly recipes and ideas.

[Get inspired.](#)



[Welcome New Credit Unions](#)

Welcome to the CU Recovery & The Loan Service Center family!

