



CUR Collection Resource
Newsletter Exclusively for Credit Unions
June 2021



Summer is here!

Credit union members will want to make plans for a get-away or a get-together. But financial setbacks may have lingered. Financial wellness tools can help.

Enjoy the newsletter!

Strategies to Improve Members Financial Health 4 Segmentation Categories



Over the years, credit unions have tried various approaches, like Personal Financial Management tools, to help members attain or maintain financial well-being. Many have flopped.

Everything about traditional PFM tools makes sense ... "The problem is that members were not necessarily using the tools at all, or they did initially and then stopped engaging."

[Read about](#) 4 segmentation strategies from The Financial Brand..

Collection Success Series **MASTER**

M = Managing the Workplace A = Adapt **S = Strategize** T = Teambuilding

E = Energize R = Resolve



MASTER is the word for 2021 articles.

Strategize for More Consistent Collection Results

Consistent collection results come from well-trained collectors using well thought out collection tools. [Read the article.](#)

4 Ways Technology Can Help You Save



Four ways technology can help you save a few bucks.

We all love technology. Even if you're an old curmudgeon who's set in their ways, there are technological advancements that make your life easier.

Take a look at this [article](#) from CUInsight

Inexpensive Ways to Get Your Kids Out of the House this Summer



Three Destinations for Inexpensive Fun

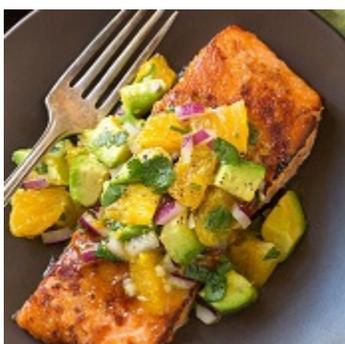
After being with your kids for the better part of the last 15 months, you're probably ready for them to be somewhere else (even if you have to go with them).

Take a look at this [article](#) from CUIInsight

June Collection Tip - Communicating with the Member

When members have money to do so, most choose to pay off their debts. The way you communicate can help a member in need, and allow you to take part in their journey to financial freedom. Help make the process as simple as possible:

- Listening - You may need to ask a lot of questions to get a clear picture of the members financial situation. An empathetic listening style is key to getting the honest responses that are needed.
- Messaging - A lot of your calls will result in leaving a message. Optimizing results is about tone and timing, and not necessarily about frequency.
- Flexible Payment Options - Many members want to feel that they can adjust payment length or amount. Be patient and thorough in explaining all of the possible payment options offered by your credit union.



Fresh Produce and Alfresco Dining!

Rejoice, fresh food lovers, because summer is here! It's time to eat outside, to cook outside, and to basically spend as much time outside in every way possible.

[Get inspired](#)

