**Affinity Plus Federal Credit Union**

175 West Lafayette Frontage Road

St. Paul, MN 55107

**For Immediate Release Contact:** Hillary Kline

 Senior Public Relations Specialist

 hkline@affinityplus.org

 920-570-2761

**Affinity Plus Tops Nation in Member Value**

*The ranking measures the return to members from three core credit union functions: savings, lending, and usage*

**ST. PAUL, MINN. (JULY 13, 2021)** – Affinity Plus Federal Credit Union (Affinity Plus) achieved a #1 ranking in Return of the Member (ROM), a three-spot improvement from past quarters. Callahan & Associates, a credit union research and consulting firm, created ROM more than two decades ago.

The ROM score is assessed on three core functions: Return to Savers, Return to Borrowers, and Member Service Usage. ROM assigns a ranking between 1 and 100 to every credit union based on these functions. It also assesses a credit union’s performance in comparison to its asset-based peer group. This lens from a member point of view is essential to the success of a credit union.

“We are proud of our performance and see the Return of the Member results as further validation of the culture we have at Affinity Plus,” said Matt Fuller, Director of Finance & Risk Management at Affinity Plus. “When you start with the experience of your members and your employees and participate in the communities you serve, it fosters enthusiasm and engagement and that is something that people cannot help but want to be a part of; and, that is what we are seeing with our member growth, and product and service usage – people want to be a part of Affinity Plus and they want to engage with what we have to offer.”

As engagement continues, Affinity Plus plans on offering even greater benefits to members and communities. An example of this includes launching an opt-in Sustaining Member program that provides members the opportunity to fund, through the Affinity Foundation, community based initiatives in their own backyard.

“You cannot get to the top spot by focusing on only one area of the member experience, everything needs to be in balance,” said Fuller. “What that means for our members is highly competitive rates for both their savings and their lending relationship, as well as fewer fees across our suite of products - ultimately leaving more money in the pockets of our members, which is where it belongs.”

Credit unions across the country use the score to support their member-facing goals, hold staff accountable to better serve members, and demonstrate the impact credit unions have in their communities.

“At Affinity Plus our mission is member-centered,” said Dave Larson, President and CEO of Affinity Plus. “Our members are the focus. They put their trust in us that we will take care of them as a financial institution, and we take great pride in that as we treat each and every member as a valued person and not just a number. To receive a ranking of #1 in Return of the Member means a great deal to all of us here at Affinity Plus.”

To learn more about Affinity Plus, please visit: [www.affinityplus.org](http://www.affinityplus.org)

###

**About Affinity Plus Federal Credit Union**

*Based in St. Paul, Minn., Affinity Plus Federal Credit Union is a not-for-profit, financial cooperative that puts people first above profits. Members of Affinity Plus receive maximum value through competitive rates, minimal fees, and unique, member-centric products and programs. Established in 1930, Affinity Plus has 28 branches located throughout Minnesota and is owned by more than 220,000 members. Affinity Plus has over $3 billion in assets. Additional information is available at www.affinityplus.org or by calling (800) 322-7228.*