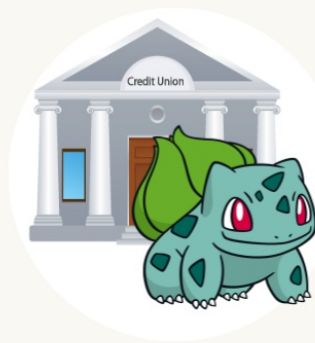




How to Best Capitalize on the Pokemon Go Craze



Grow membership by running Pokemon-related promotions.



Encourage traffic to your branch by indicating what Pokemon can be caught in your area.



Use social media to tweet/post Pokemon content to attract millennials.



Have fun! Use Pokemon Go as a way to connect and relate to members.

How to Keep Your Credit Union and Your Members Secure



Be Aware of Your Surroundings

- Encourage safe gaming
- Warn members of Pokemon-related scams
- Don't let Pokemon interfere with branch activity



Watch Your Back at ATMS

- Warn members to stay vigilant around ATMs
- Evildoers may try to steal sensitive information
- Encourage members to not game around ATMs



Don't Get your Data Pinched

- Read the application's user agreement
- Warn members about the data mining that occurs
- Keep your credit union data safe by alerting employees