



CHANGE IN MEMBERS AND NUMBER OF ACCOUNTS FOR SPOKANE TEACHERS CREDIT UNION

Credit unions can gain new accounts relatively easily, but it is a larger challenge to ensure those new members are committed to using the institution for their full financial relationship. This includes using credit union debit and credit cards for everyday transactions, signing up for direct deposit, and moving loans from other institutions to the credit union. Each year, on average, STCU gains an additional \$1,584 per member in loans and shares. That's higher than its asset-based peer group and other Washington credit unions.