



FOR IMMEDIATE RELEASE

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Madison, WI

Debbie Joins CUNA Strategic Services as New Alliance Provider

MADISON, WI – September 16, 2024 – CUNA Strategic Services is excited to announce its newest strategic alliance provider, Debbie. Debbie offers a member growth and loyalty-as-a-service platform, driving young member acquisition and retention by rewarding your credit union's member base for positive financial behavior.

CSS and Debbie's shared mission aims to help credit unions improve the financial lives of their members. Debbie is the first platform to reward and pay members to improve their financial habits, like making on-time payments, saving, and spending smartly, all while driving new members to your credit union.

"We are thrilled to welcome Debbie as the newest solution in our portfolio! We believe their mission to help borrowers transition to wealth builders fits perfectly with the credit union industry's "people helping people" philosophy," said Barb Lowman, President, CUNA Strategic Services. "We're eager to get to work with the Debbie team to help empower credit union members nationwide to achieve financial security."

Through their large and growing user network, Debbie helps credit unions acquire and retain young members, positioning them to earn rewards for engaging with your credit union. Credit unions who partner with Debbie can grow deposits 2x by incentivizing savings behavior, providing relevant product offers, and driving upsell opportunities by allowing members to track all their financial relationships in the Debbie platform, giving you competitive intelligence.

"We're excited to partner with CSS and tap into their unparalleled network of credit unions. The team at CSS have been incredible partners from the earliest days of building Debbie and I could not think of better folks to help us on our mission to make credit unions more accessible to young consumers," said Frida Leibowitz, CEO and co-founder of Debbie.

Debbie is the first platform to reward prospective and existing members for reaching their financial goals and incentivize members' continued loyalty. As you talk about growth during this strategic planning season, find out how Debbie can help you reach your goals.

For more information, visit [Debbie's provider page](#).

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About CUNA Strategic Services:

CUNA Strategic Services develops strategic alliance relationships to offer quality products and services to your credit union that contribute to your bottom line, add to your peace of mind, and enhance your relationships. The company is jointly owned by [America's Credit Unions](#) and the state leagues. For more information, visit www.cunastrategicservices.com.

About Debbie:

Debbie was founded by people who were tired of struggling with financial insecurity and built a category-transforming rewards platform. Debbie uses behavioral psychology and positive reinforcement to help people improve their finances sustainably. The company has raised over \$2.5m from venture capital investors such as One Way VC, TA Ventures, BDMI, TruStage, MSUFCU and others. The company was founded in 2021 and based in Miami, FL.

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