



**FOR IMMEDIATE RELEASE**

## **Sparrow and CUNA Strategic Services Unite to Empower Gen Z & Millennial Financial Futures**

*CUNA Strategic Services aligns with Sparrow to help credit unions soar into the future and develop loyal, multi-product relationships with the next generation of members*

**MADISON, WI – January 30, 2025** – CUNA Strategic Services is pleased to announce its new alliance with Sparrow, a trailblazer in fintech disruption. This collaboration aims to help credit unions meet the unique lending and engagement needs and aspirations of Gen Z and Millennial members.

“The alliance between Sparrow and CUNA Strategic Services is a commitment to revolutionizing how credit unions connect with younger generations,” stated Barb Lowman, President of CUNA Strategic Services. “In the digital age, innovation is imperative. Through Sparrow’s advanced lending technology, credit unions are equipped to seamlessly adapt to the dynamic needs of Gen Z and Millennials, ensuring a future where credit unions are the institutions of choice for younger members.”

Sparrow’s white-labeled lending marketplace not only assists younger members in solving their hardest financial challenge (such as financing their education) but also leverages marketing analytics and automations to provide tailored recommendations from the credit union that result in loyal, long-term members.

Harrison Hochman, Sparrow’s CEO and co-founder, remarks, “I realized while on campus that none of my friends knew what a credit union was, even as some of them took out indirect loans from actual credit unions.” Sparrow reverses the paradigm of non-engagement. “Our alliance with CSS is a pivotal step to help credit unions across America respond to the call of the next generation, and usher in a new chapter of engagement.”

Sparrow proudly partners with over 85 credit unions, ranging from institutions with \$34 billion in assets to those with just \$6 million.

Credit unions transitioning to Sparrow’s platform have seen:

- 70% of all users being younger non-members who state interest in becoming members after harnessing the service



- Access to 260+ unique data attributes per Gen Z user, and pre-set automations to create deep, multi-product relationships with them
- The ability to be the active relationship builder with a younger member, as opposed to handing them, and their data, to affiliate partners at this formative time in their lives

Sparrow enables credit unions to focus on what they do best – deeply understanding their members' needs and adopting innovative solutions that transform their financial futures.

For more information, visit [Sparrow'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](http://www.cunastrategicservices.com).

**About Sparrow:**

Sparrow empowers credit unions to provide unparalleled loan services to grow Gen Z membership. Its innovative platform shortens the lengthy search for the most competitive private loan rates from weeks to seconds. Sparrow enables credit unions to be the active relationship builder in their members' financial journeys, all without the complexities of managing a loan portfolio. Sparrow is dedicated to helping credit unions win the loyalty of the next generation of members.

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