[Your credit union’s logo]

**Contact:**

Name/Title  
Mobile Phone  
Email

[CU Name] is Safe and Sound

*We’re local and trusted. Your money is federally insured to at least $250,000*

City, State (date) The recent news about bank failures is unsettling. We understand why you might be concerned but rest assured [CU name] is a safe and sound financial institution. We meet [or exceed] regulatory standards for well-capitalized financial services providers.

“Insert quote from CU spokesperson, preferably CEO or executive leadership.”

We’ve been serving this community since [year CU was established]. [CU name] is a not-for-profit, democratically controlled, cooperative financial services provider, owned by you and your fellow members. All decisions about the products and services we offer, and how we safeguard your deposits, are made in the best interests of members. What’s more, our cooperative, democratically controlled structure inherently holds us accountable to our members. [Optional-say more about your risk management].

**For You. For Main Street. Not for Wall Street**

As a not-for-profit financial services provider, we don’t have stockholders. As a cooperative, we reinvest the credit union’s earnings in you, the member. That’s why you’ll find our interest rates are competitive and what fees we do charge to be far more reasonable than those of our for-profit competitors.

We live and work in this community, too, and are proud to remain focused on your needs.

**Your Money is Insured at [CU Name]**

The National Credit Union Share Insurance Fund insures your money. It is protected to least $250,000 per individual depositor, and is backed by the full faith and credit of the U.S. government. If you have deposits/shares in excess of $250,000, there are simple options to expand your insurance coverage. Contact us so we can help. [Optional-say more about your strategic services and/or additional insurance coverage]. You should know that no credit union member has ever lost a penny of insured savings held in a federally insured credit union. You can find more information about insured credit union accounts at **mycreditunion.gov/share-insurance** [Optional: If your CU has its own online resource offering more information, you may wish to use that instead.]

**Spread the Word**

Are family or friends concerned about their finances and account insurance, tell them about [CU name]. We welcome new members! [Add link to your information about how to join.

**About:**

[Insert your CU’s “about us” statement and include web and social links]