



# Dollars & Sense

March 2018 Volume 16 Issue 1

Established 1959

## Annual Meeting Saturday April 28



Mark your calendar to attend the Annual Meeting at the Credit Union from 1:00 p.m. – 2:00 p.m. Lunch will be provided and followed by the business meeting and election of officials. Please RSVP by April 16th with your \$2 reservation fee which will be refunded at the meeting.

### **ATTENTION**

### **All Members**

We have 2 seats up for re-election on

[The Board of Directors](#)

[Are You Interested?](#)

Stop into your Credit Union and find out how to apply!

We will be VOTING at the Annual Meeting April 28<sup>th</sup>, 2018



## **CARD VALET ... DOWNLOAD IT TODAY!**

- ◇ Do you want more **control** when it comes to your debit card?
- ◇ Did you lose your card and want to be able to **turn it off** yourself?
- ◇ And what about setting **card limits** and **travel parameters** yourself?

Get Card Valet on your phone as well as **PEACE OF MIND** and **SECURITY** into your own hands. Here's how...

Download the Card Valet App-click new user-enter your 16 digit card number and follow the prompts!

- ◇ You must have Apple iOS or Android based devices to access the download from Apple App Store or Google Play Store.

Lobby Hours

Mon-Fri 9 to 5

Drive up Hours

M-F 8:00 to 5:30

Sat 8:00 to 12:00

1180 Crawford Ave.  
Co. Springs, CO  
80911

[www.sd3fcu.org](http://www.sd3fcu.org)

Send e-mail to:  
[staff@sd3fcu.org](mailto:staff@sd3fcu.org)

**We are a full  
service credit  
union focused on  
excellence**



Find us on  
Facebook

**LIKE US**

Your savings federally insured to at least \$250,000  
and backed by the full faith and credit of the United States Government

**NCUA**

National Credit Union Administration, a U.S. Government Agency

**The Credit Union is closed on WSD3 Snow Days**

**Car Loan Rates**

as low as

**2.99%** apr

Call or come in  
and talk to Sarah  
for details



**HOLIDAY CLOSURES**

**Monday May 28**

**Memorial Day**

**Wednesday July 4**

**Independence Day**

**5 year Mortgage Loan**

as low as **2.99%** APR\*

**20 year Mortgage Loan**

as low as **3.99%** APR\*

**30 year Mortgage Loan**

As low as **4.49%** APR\*

**\*With approved credit**



**Did you know this about your credit union?**

You can skip a loan payment each year?

You can use another participating credit union to transact business with SD3FCU?

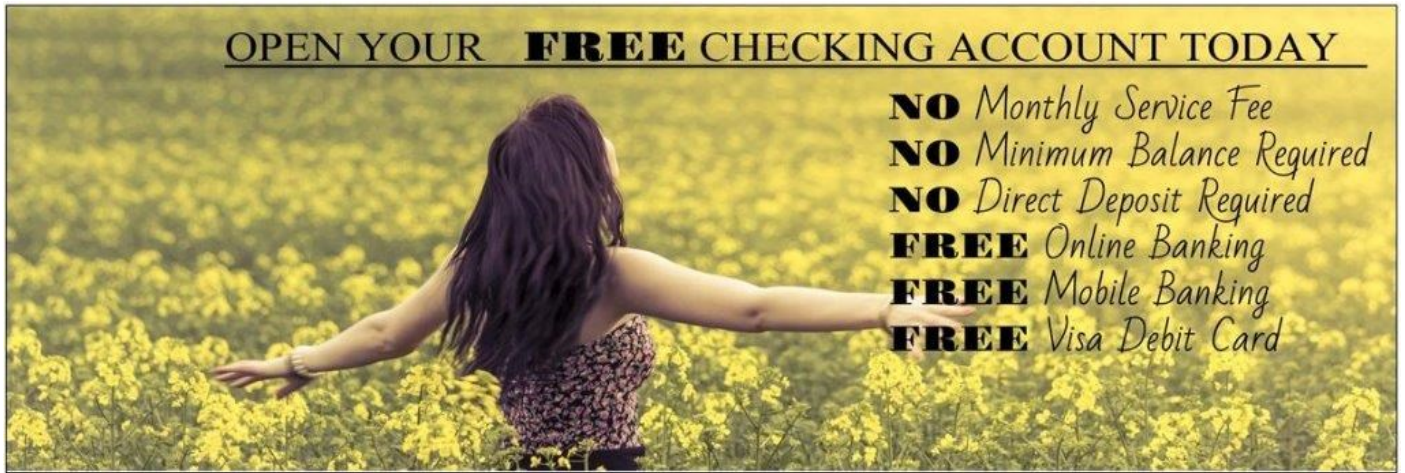
All of your family members are eligible for membership?

We deposit \$1 in every child's account on their birthday?

Ask any Member Service Representative about these services.

**OPEN YOUR FREE CHECKING ACCOUNT TODAY**

- NO** Monthly Service Fee
- NO** Minimum Balance Required
- NO** Direct Deposit Required
- FREE** Online Banking
- FREE** Mobile Banking
- FREE** Visa Debit Card




**SHARED BRANCHING.**  
THOUSANDS OF LOCATIONS NATIONWIDE  
**NATIONWIDE. LEARN MORE.**

**USE YOUR SMART PHONE TO PAY  
WITH YOUR DEBIT CARD**

It's called tokenization and it is an easier way to pay-like Apple Pay, Android Pay and Samsung Pay. Pay at the register with your phone and you'll never have to dig through your wallet again for your debit card!

Download the app today and have a more secure way to pay for your purchases.

Ask a Member Service Representative how you can get started.



**April is Youth Month—Teach Your Children How to Save**

Help them open a savings account at SD3FCU. You can open an account with as little as \$5. Encourage your child to make regular small deposits each week. When you bring your child or grandchild into your credit union to open an account in April they will get puzzle balls as a thank you.

**LEARN THE SCIENCE OF SAVING at your credit union**



# BANKS ARE NOT BETTER THAN YOUR CREDIT UNION!

Do you believe Facebook and Google are media companies? If not, you should. The [fake news](#) epidemic, which has been highly publicized, is real. Whether or not you believe fake news is a problem, really isn't relevant. Perception in the digital world is simply defined as the content we choose to engage with. If you share a fake news post on your Facebook feed (intentionally or not), you may not intend to tell your social network you agree with or believe the report, but you are telling Facebook you feel the content is relevant. Facebook and all its fancy algorithms then gives the fake news post more visibility the more it is shared. We will continue to see more and more news fed through our social channels and without content curators as filters we are left on our own to decide what is fake and what is real. And what we choose to engage with will shape reality, because perception influences how we think.

There is plenty of fake news surrounding credit unions and according to a recent [study](#) conducted by Harris Poll and commissioned by Affinity Federal Credit Union of Basking Ridge, NJ the banks are winning. Many Americans believe banks offer more products and services than credit unions.

The Harris Poll study was aimed at learning why only 16% of Americans use a credit union as their primary financial institution. That's a fact. Nearly 4 out of 5 people are not taking advantage of lower rates, fewer fees and the better service that defines credit unions. So let's look at four examples of why banks are not better than credit unions, even though Americans generally believe they are.

1. Credit unions are hard to join. Really? Since when? According to the study, 3 out of 10 people said it is difficult to find a credit union they can join. Credit union charters have changed and when you think about community, live, work, worship, etc. it is doubtful that 30% of Americans are without a credit union option.
2. Credit unions do not offer the same products and services that banks do. Nearly 50% of Americans think banks offer more products and services than credit unions. Credit the bankers on this point, or discredit the credit union industry's marketing abilities. The truth is that credit unions offer checking, savings, home equity loans, mortgages, auto loans, credit cards, student loans, mobile & online banking, health savings accounts, IRA's and more. So what does a bank offer that credit unions don't? Higher fees comes to mind..
3. Credit union members don't have access to mobile and online banking. 55% of people don't think credit unions offer mobile apps. It is true that credit union adoption of mobile banking was slower than that of banks. However, 75% of all US financial institutions now offer mobile banking, this includes credit unions.
4. 6 out 10 Americans think that credit unions do not offer mortgages. This is surprising, especially when you consider that credit unions offer lower rates on fixed and adjustable rate mortgages without hidden fees and have done a better job historically of properly evaluating and qualifying home buyers. Credit unions have also historically helped borrowers with credit challenges. At a credit union you are also more likely to know your mortgage servicer. Add to this that credit unions are more open to lower and middle income loans than banks and it's clear that 60% of Americans are buying the fake news about mortgages.

Contrary to what people think banks are not better than credit unions. However, just like Facebook's algorithms perception doesn't always substantiate fact. Think about it, truth is not subjective, but perception and subjectivity can appear as truth. If a friend or neighbor tells a potential member that credit unions don't offer mortgages, who are they to believe?  
Preston Packer