



Financial Wellness Programs Engage Existing Members and Non-Members Alike

Customer Success Story



For Credit Unions, one issue everyone is trying to solve is how to engage existing members and generate relationships with non-members in their community. This was the case for BayPort Credit Union.

BayPort, located in Virginia, was looking for a way to strengthen their relationship with the community and better serve consumers by connecting them with relevant education and resources, in order to improve their financial health. That's why they started working with LifeCents.

BayPort recognized the value of LifeCents' engaging, personalized financial wellness platform and launched the program to generate new and strengthen existing relationships with consumers in the community. Individuals who signed up for the program and completed several financial education requirements were entered into a \$50,000 Debt Payoff sweepstakes.

The results of the initiative have exceeded expectations:

- **More than 4,000 consumers signed up** for their financial wellness program in less than two months.
- **Approximately 1,500 of the registrants are non-members** who are viable candidates for membership.

Users have benefited from engaging with BayPort within LifeCents, with the average user accessing 12 different pieces of educational content and resources. Members and non-members also benefited by becoming more aware of the products and services offered by BayPort in their community, and how these offerings met their own needs.



The program has been so successful, BayPort has even received first place in the Desjardins Adult Financial Education Award for its implementation of LifeCents.

To learn more, check out the article on the case study in [Credit Union Times](#).

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