

Statewide Awareness 2027

Messaging Guide at a Glance

The Statewide Awareness Marketers Messaging Guide gives Maine credit unions a shared, research-backed way to talk about the credit union difference. Built on 2026 consumer research, it introduces a statewide campaign platform along with themes, phrases, and guidance that any credit union can adapt to its own voice.

The Platform at a Glance

"Built to be counted on" is the promise. It reflects the trust and relationships credit unions have already earned, and it works the same whether we're talking about a mobile app or a branch on Main Street.

"Wherever you need us" extends that promise across the full member experience: digital tools, local branches, and the real people behind them.

The platform is an extension of the credit union *People Helping People* philosophy. Being counted on isn't a marketing claim; it's what that philosophy looks like in practice.

Built to be counted on. Wherever you need us.

What's Inside the Guide

- **Our Shared Story and Promise:** The new platform, what it means, and why it fits Maine credit unions.
- **Strengths and Opportunities:** Where credit unions already lead (trust, loyalty, community, digital plus personal service) and where there's room to grow (referrals, security, fees, and friction).
- **How We Sound:** A statewide voice that feels dependable, authentic, and modern, with room for each credit union to sound like itself.
- **Putting It into Practice:** Four core talking points and more than a dozen key phrases to use as written or as inspiration.
- **Reaching the Next Generation:** Messaging and phrases tailored to Gen Z and Gen Alpha.
- **Bringing the Message to Life:** Creative tips, from short-form video to trusted local voices.
- **Do's and Don'ts:** Six guiding principles, each with ready-to-use example language.
- **Appendix:** The research methodology and key findings behind the messaging.

Why Credit Unions Will Find It Useful

- **Grounded in Maine Data:** The guidance comes from a May 2026 statewide survey of 282 Mainers ages 18 to 45, members and non-members alike, conducted with Market Decisions Research.
- **Ready to Use:** Talking points, phrases, and examples for members, prospective members, and the next generation can go straight into ads, social posts, newsletters, and branch materials.
- **Flexible by Design:** The platform is meant to fit your credit union's own voice, members, and stories, not replace them.
- **Stronger Together:** When credit unions across the state tell one consistent story, every credit union's message carries further.
- **Practical Guardrails:** Clear do's and don'ts help avoid common missteps, like industry jargon, scare tactics, or aspirational hooks that miss members facing real financial pressure.

How We Sound

Every message should feel:

Dependable

Be concrete about security, show rather than tell, and reassure without alarming.

Authentic

Speak like a friend, acknowledge real financial pressure with empathy, and share real member stories.

Modern

Describe digital tools in plain terms and present technology and people as a both/and.

Backed by Research

Maine credit unions start from a position of strength. The guide is built to amplify what consumers already believe.

76% of Mainers surveyed have a positive impression of credit unions

64% of members describe their credit union as trustworthy

77% of members have stayed with their credit union 4+ years

65% of members trust personal recommendations most

86% of members are confident their credit union would help after a scam

A Taste of the Messaging

A few examples of the talking points and phrases credit unions can put to work right away:

"With you for the everyday, and when it matters most."

Digital convenience and real assurance come together.

"Log in or walk in. Either way, we're here."

Technology and personal connection work side by side.

"Clear terms. Fair rates. No surprises."

Consumer frustrations with fees and transparency are addressed.

"Ask someone whose opinion you value. Chances are they'll point you to a credit union."

Word of mouth remains a powerful advantage as Maine's most trusted source.

Questions?

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MAINE CREDIT UNIONS