

FIRST RESPONDERS THE PERFECT FIT



FIREFIGHTERS



Support Personnel: Dispatchers, Administrative, Maintenance

LAW ENFORCEMENT



Sheriffs, Highway Patrol, SWAT & Support Personnel

EMERGENCY MEDICAL



EMT
PARAMEDIC
&
Support Staff
Dispatcher
Administrative

MILITARY



All Branches of Military Service, National Guard, Reserve

PUBLIC WORKS/UTILITIES



Phone

Electric

Water/Sewer

Cable

High Speed Internet

Support Personnel

PUBLIC HEALTH



Doctors

Nurses

Physician Assistants

Nurse Practitioners

Anesthetist

X-Ray Technicians

Lab Technicians

Hospital & Clinic

Support Personnel

PORT SECURITY



UNITED STATES COAST GUARD

TRANSPORTATION



Employees and Support Personnel

Department of Transportation

Federal Aviation Administration

Federal Highway Administration

Federal Motor Carrier Safety Administration

Federal Railroad Administration

Federal Transit Administration

Maritime Administration

National Highway Traffic Safety Administration

Pipeline and Hazardous Material Safety Administration

What Does This Mean for AFCU

- Growth
 - Potential New members: 25,000 +
- Stability
 - Diversity of members protects against layoffs and down sizing.
- Viability
 - Industry trends indicate viable asset size continues to increase. Five year target asset size 27M.

2009 Strategic Growth Plan

- Credit Union Image
 - Who are we?
 - What do we stand for?
 - Are we credible?
 - Can we deliver ?
 - Are we competitive?
 - Are we committed?

2009 Strategic Growth Plan (continued)

- Who are our targets?
- What is our message?
- How do we reach them?
- How do we attract them?
- How do we keep them?

2009 Strategic Growth Plan (continued)

- How do we protect our standing with our core membership?
- How do we maintain loyalty?
- How do we maintain trust?

The Plan

CUpromos.com introduced a complete rebranding initiative which started with a new logo that had broader market appeal, and included new banners, staff/board member apparel and name badges, print material, and a branch make-over that reflected the new brand. These one-time investments continue to draw attention and generate a return in investment.

The Plan

New Logo

CUpromos.com created a logo that would appeal to all emergency responders, while emphasizing the Maltese cross to keep the feel of exclusiveness.

Old Logo



New Logo



[Redacted]

[Redacted]

[Redacted]

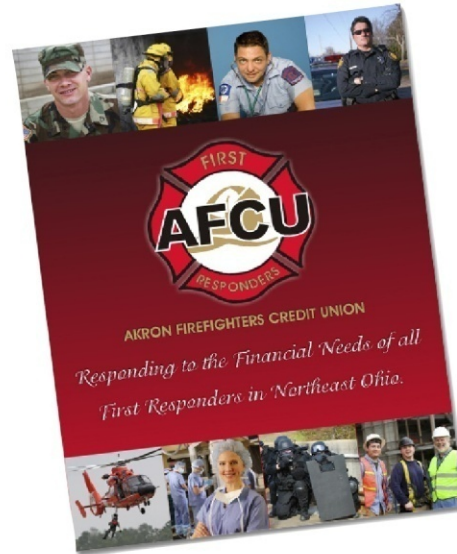
[Redacted]

Staff



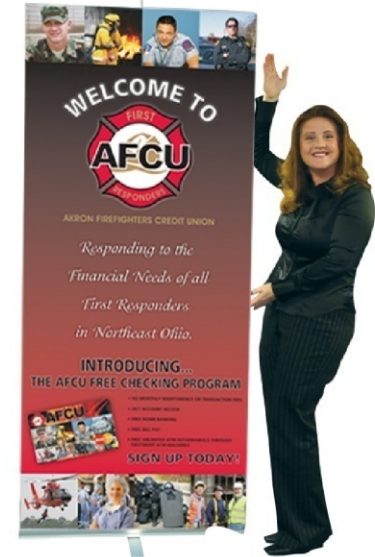
Long Sleeve Twill Shirts

Promotional



Presentation Portfolio

Lobby



Retractable Display Banner



Magnetic Name Tags



Tri-Fold Brochure



3' Reusable Wallhog

Magnetic Bumper Sticker



AKRON FIREFIGHTERS CREDIT UNION

AFCU is proud to service and support the financial needs of Northeast Ohio's Community of First Responders



STOP IN FOR YOUR
FREE
AFCU AUTO MAGNET

Express your pride in being a member of this special community of First Responders and the area's first and only financial institution dedicated to servicing and supporting your unique needs with the **Official AFCU Auto Magnet** and



WIN \$100

SEE REVERSE SIDE FOR DETAILS

GET YOUR AFCU AUTO MAGNET TODAY!

- If we see the Official AFCU Auto Magnet on your vehicle, we will enter you in a drawing to win
 - Winners will be announced quarterly
- Winners (license plate #) will be posted at the main branch and online at www.akfirecu.com
 - Winners will have 30 days to claim their prize of \$100!
- Winner must be an active member with at least one transaction with in the last 30 days



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97.5 WONE
STREAMING
LIVE





Physicians Directory

Local High School Sports

EMT Appreciation w/ Akron General Hospital

Need-A-Ride Shared Sponsorship
(St Patrick's Day & New Years Eve)

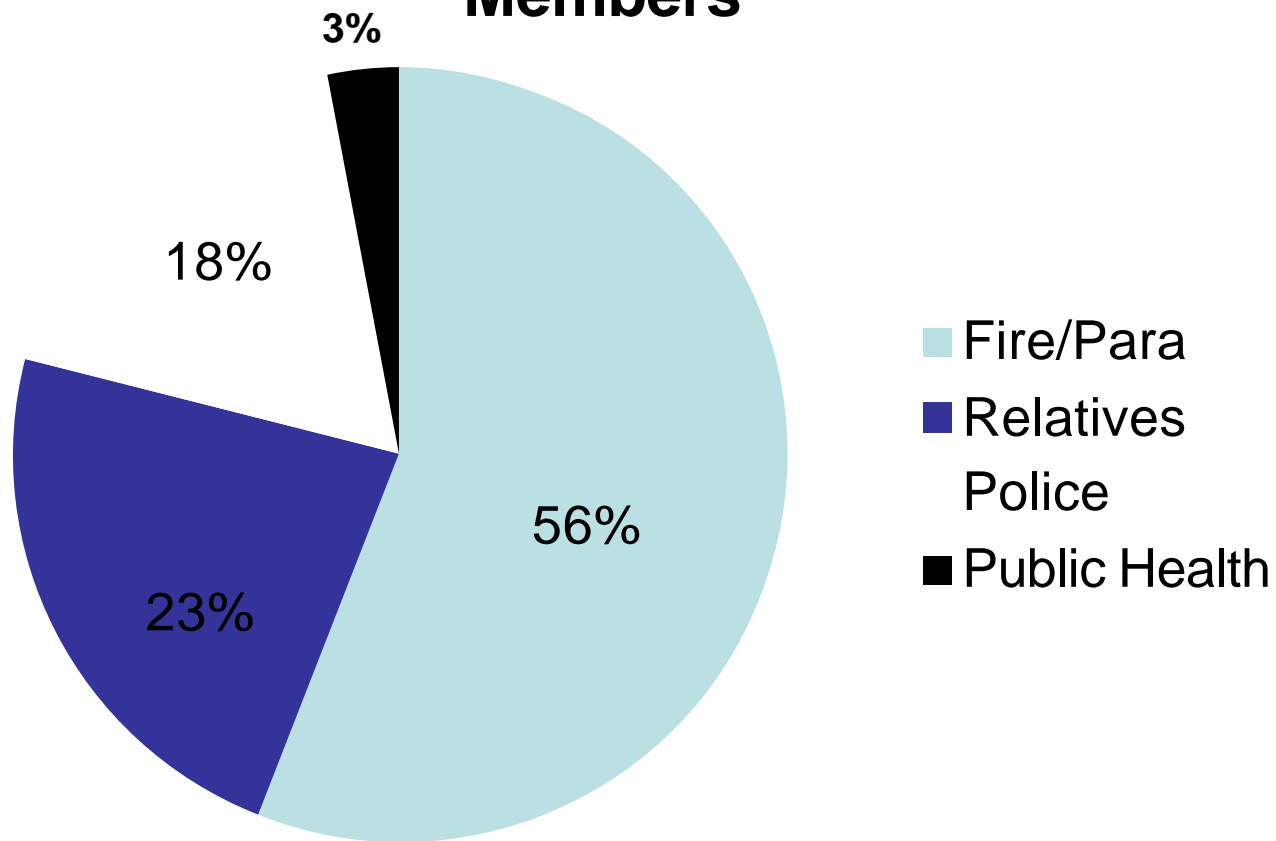


MEMBERSHIP GROWTH YEAR END 2009

7.4%

193

Members



ASSET GROWTH YEAR END 2009

27.7%

\$4,818,931

SHARE GROWTH YEAR END 2009

30.6%

\$4,821,156

LOAN GROWTH YEAR END 2009

6.7%

\$ 938,295