

Financial Empowerment Collaborative

Reference Guide

Thank you, Financial Empowerment Collaborative partners! By joining forces on this important pilot program, our organizations can accelerate and deepen the delivery of meaningful services, education, and tools that advance the financial well-being of Black Oregonians.

The purpose of this reference guide is to help your organization communicate its efforts under the Financial Empowerment Collaborative (FEC) umbrella. As a collaboration, it is important that all communications promoting the work of this partnership through media interactions, speaking engagements, or any other opportunities properly and consistently recognizes the FEC and our collective agreement.

PARTNER REFERENCE

Please refer to each FEC partner by their organization's proper name:

- Urban League of Portland
- Advantis Credit Union
- Consolidated Community Credit Union
- Point West Credit Union
- Rivermark Community Credit Union
- Unitus Community Credit Union
- Northwest Credit Union Foundation

In all written and spoken communication, please be sure to reference all FEC partners by name at some point. While listing each partner in a first reference to the FEC may not be convenient, providing full recognition of each partner in a subsequent reference can be achieved fairly easily.

First reference example:

Advantis Credit Union is part of an alliance with the Urban League of Portland, four other credit unions, and the Northwest Credit Union Foundation to provide meaningful services, education, and tools that advance the financial well-being of Black Oregonians.

Subsequent reference example:

Our credit union partners in the Financial Empowerment Collaborative include Consolidated Community Credit Union, Point West Credit Union, Rivermark Community Credit Union, and Unitus Community Credit Union, in addition to the Urban League of Portland and NWCUF.

When providing digital content to external parties or adding reference to FEC on your own organization's website, all FEC partners should be represented either by name and/or logo. Appropriate logos and branding language for each partner, as well as other key information about the Collaborative, can be [found here](#).

MEDIA INQUIRIES

- All FEC partners should be included in any pro-active FEC media outreach by any partner and alerted to any reactive media inquiry responses related to the FEC made by any FEC partner.
- As much as is possible, given the need to provide a timely response, FEC partners should be included in development of media inquiry responses related to the FEC.
- To ensure consistent messaging and partner recognition, any FEC partner engaged in a media interaction related to the FEC should, to the best of their ability, provide established talking points and partner information to the media as part of their interaction.
- FEC contacts for each organization are:
 - Urban League of Portland
 - Rachell Hall - rhall@ulpdx.org
 - Advantis Credit Union
 - Neah Jackson - njackson@advantiscu.org
 - Consolidated Community Credit Union
 - Katherine Nugent - knugent@consolidatedccu.com
 - Point West Credit Union
 - Mary Vasquez - mvasquez@pointwestcu.com
 - Rivermark Community Credit Union
 - Ryan Halley - rhalley@rivermarkcu.org
 - Unitus Community Credit Union
 - Megan Snyder - msnyder@unitusccu.com
 - Northwest Credit Union Foundation
 - Claire Hendrix – chendrix@nwcua.org

SPEAKING OPPORTUNITIES/EVENTS

- All FEC partners should be alerted in advance and offered an opportunity to participate in any press conferences, grand openings, public celebrations, or other promotional activities related to the Collaborative.
- All FEC partners will be referenced when discussing the Collaborative, whether in a formal setting such as a speaking engagement, panel or interview, or in an informal setting such as a credit union Council, roundtable or community partner meeting.

PRIMARY TALKING POINTS

- By joining forces on this important pilot program, our organizations can accelerate and deepen the delivery of meaningful services, education, and tools that advance the financial well-being of Black Oregonians.
- The purpose of the Financial Empowerment Collaborative (FEC) is to introduce supportive products, services, education, and financial tools to members of the Black Oregonian community interested in advancing their financial wellness. FEC's approach is culturally specific, focused on addressing Black Oregonians' unique needs, so they can receive tailored education and tools to reach their financial goals.

- The Financial Empowerment Collaborative is a partnership between five Portland-area credit unions, the Urban League, and the Northwest Credit Union Foundation.
 - FEC partners include Urban League of Portland, Advantis Credit Union, Consolidated Community Credit Union, Point West Credit Union, Rivermark Community Credit Union, Unitus Community Credit Union, and the Northwest Credit Union Foundation.
- This pilot program is intended to create a more customized approach to building the financial wellness of underserved communities and creating a supportive environment to access needed tools and resources from credit unions.