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Growing Your Money Locally

CU GUY: Ooh, look, a farmers' market. Let's check it out!

JEN: Well...I tend to just shop at the big guys. They're just so dang convenient.

CU GUY: That giant mega chain store is flashy and all, but it actually sucks money out of your local economy and stashes it who knows where. I prefer a nice wholesome farmers' market—it reminds me a lot of a credit union!

JEN: Uhm...everything reminds you of a credit union.

CU GUY: Ha ha, touché. Call it growing your money locally.

JEN: I can dig it. Whoa! Look at those perfect rutabagas. Way nicer than what I get at the Mondo Mart.

CU GUY: Yep! You might be surprised at how well the local option stacks up, even when it comes to convenience. Just like you were when you first came in to the credit union to set up your accounts!

CU GUY: Hey hey, Carl! How's business?

FARMER CARL: Hi there! Oh, business is booming.

CU GUY: We helped Carl out with a small business loan a few years back.

FARMER CARL: And boy, did that pay off! I hired some local workers, set up a deal with the neighborhood farm supply store and cultivated some nice profits that I invested back into the local economy!

CU GUY: When you put your money into a credit union, it stays in the communities the credit union serves. With all the combined resources of our members, we grow our wealth right at home. Then, we can offer loans, credit and financial services to our neighbors as well as local small businesses. Both the financing and the decisions are totally local, just like this tasty produce! It's all about working with the community and helping the local economy grow!

JEN: Good deal!

CU GUY: It sure is! Hey, have a great day Carl!

FARMER CARL: Same to you! I'll be by the credit union soon to deposit some cash.

JEN: Locals helping locals—it's a win-win! Looks like it's onward and upward for this town.

CU GUY: Ooooh.

JEN: Uuuuh...can you loan me one crazy hill's worth of pedaling?