

Helping you grow through the Hispanic market.
CooperaConsulting.com



GROW.

Grow by reaching the largest, fastest-growing, youngest and most financially underserved group — Hispanics.

What We Do



The Credit Union National Association (CUNA) and Coopera have partnered to offer a wide variety of products and services to help your credit union successfully reach and serve the Hispanic market.

We will work with you to identify the tools that best meet the needs of your credit union and then assist you with implementation. Our team of bilingual and bicultural experts are well-versed in implementing Hispanic outreach programs for credit unions of all asset sizes throughout the U.S.

“As an industry leader, Coopera’s partnership has been key in advancing our Hispanic initiatives.”

– Barry Nelson, President and CEO, Travis Credit Union

Our suite of innovative products and services are designed to help you grow through the Hispanic market.



ASSESSMENTS

Hispanic Opportunity Navigator (HON)*

- Customized, comprehensive recommendations to implement/enhance your Hispanic outreach strategy
- Needs Assessment
- Demographic Market Scan
- Branch Analysis
- Hispanic Membership Analysis
- Report and Presentation

Hispanic Strategy Package and Services

- Hispanic Opportunity Navigator
- Hispanic Member Analysis Reports
- Access to Monthly Hispanic Outreach Webinars
- Access to Coopera Resources Library



Coopera has reached more than **1 Million** Hispanic consumers

CONSULTING

On-site Strategic Planning Sessions*

Consulting Sessions*

Coaching*

Our consulting services are proven to help your credit union grow by reaching the Hispanic market through individualized strategic planning, and by providing coaching, expert information and advice.

We have a variety of consulting and coaching topics including focus group implementation, adapting your CIP to serve foreign nationals, tracking Hispanic outreach efforts, developing a new member welcome strategy and much more.

HISPANIC CONSUMER PRODUCTS

The Coopera Prepaid Reloadable Visa Card (offered through CO-OP Financial Services)

- Provides Hispanic cardholders easy integration into financial mainstream
- Turn-key program implementation with ongoing program support
- New revenue stream

Member Touch Point Materials

- Spanish Financial Education Seminars in a Box (\$300 Each)
 - Basic Money Management
 - Access to Money with Credit
 - Organize Your Financial Records

MARKETING SERVICES*

Our marketing services are a way for your credit union to get a full marketing strategy in place to better reach the Hispanic market. Let us help you develop a detailed marketing plan, develop content around serving the underserved, create a communications strategy, translate and more!

TRAINING

Webinars and On-Site Sessions*

Topics include:

- Understanding the Hispanic Opportunity
- Financial Products and Services for the Hispanic Community
- Adapting your Customer Identification Program to Serve Foreign Nationals
- Promotion and Marketing Strategies for Reaching Hispanics
- And many more!

Trainings on Demand (\$199 each)

- Exploring the Hispanic Culture
- Hispanics and Immigration
- Alternative Forms of Identification and Documentation



* Denotes customized price quote

