

The Credit Union Growth Scorecard

Score your credit union's readiness to win members and loans — in 10 questions.

This scorecard shows where your brand is winning or there is room for improvement. Give yourself one point for every “yes.”

Brand

- ☐ Your brand looks as modern as the members you want to win.
- ☐ Your name, logo, and message deliver a clear story.
- ☐ A first-time visitor understands why to choose you within about 5 seconds.

Digital experience

- ☐ A new member can open an account fully online in under 10 minutes.
- ☐ Your website is fast and mobile-first.
- ☐ You show real people — your staff and members — minimal stock photography.

Growth engine

- ☐ You post consistently on the platforms your members actually use.
- ☐ You have a loan, deposit, and member growth plan.
- ☐ You can name your #1 growth goal for the year in a single sentence.
- ☐ You measure marketing by members and loans — not just with social media.

Your score

8–10: Strong — you're built to grow. Sharpen and scale.

5–7: Gaps are quietly costing you members and loans.

Under 5: Your brand is aging faster than your membership. This is fixable — quickly.

Next step:

Get a Marketing Audit. We'll score your credit union and show you the moves that grow members and loans.