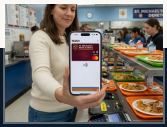
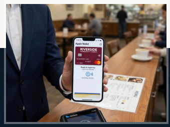
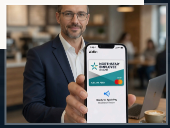
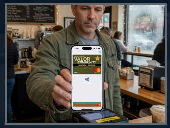
A STRATEGIC MAGAZINE FEATURE FOR COMMUNITY LEADERS

THE COMMUNITY FINANCIAL PLATFORM

How Churches · Schools · Universities · Employers · Veterans
Create Their Own Branded Banking Ecosystems

POWERED BY PROGRESSIVE CREDIT UNIONS · NEOBANKIFY

> *"Instead of asking people to join a bank, we invite them into a financial experience built around the community they already belong to."*

01 · SCHOOLS & YOUTH ORGANIZATIONS

Community Feature

From cafeteria lines to family banking—create a complete financial identity for your school community.

WHAT A SCHOOL BANKING ECOSYSTEM CAN INCLUDE

- Co-branded student & parent mCards with school colors and crest
- Cafeteria, bookstore, and on-campus payment experiences
- Family rewards, local merchant offers, and fundraising tools
- Student savings goals, financial literacy, and parent oversight options
- Alumni pathways that keep graduates connected to the school community

PHOTO St. Michael's High School Family Card — ready for cafeteria, bookstore, and everyday family spending. Powered by a local credit union.

The school never becomes a bank. It simply offers its families a financial experience that reflects school pride and practical daily needs—while the credit union handles compliance, deposits, lending, and the regulated relationship.

02 · FAITH COMMUNITIES & CHURCHES

Community Feature

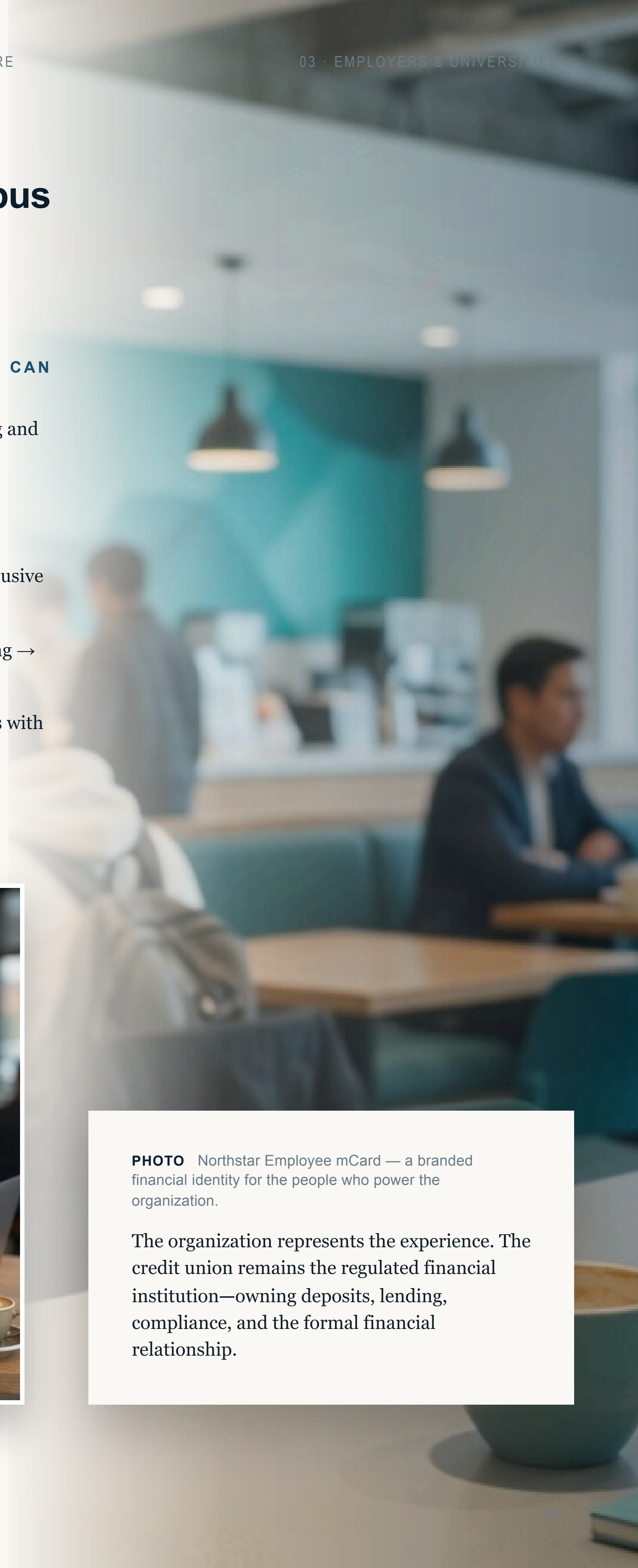
A financial platform that supports giving, family well-being, and the everyday life of your congregation.

Members already trust their church. When that trust introduces a carefully designed financial experience powered by a mission-aligned credit union, the relationship feels natural—not commercial.

WHAT A CHURCH BANKING ECOSYSTEM CAN INCLUDE

- Co-branded congregation mCard reflecting the church's identity and values
- Easy digital giving and fundraising tools tied to the same relationship
- Family banking features, savings goals, and financial wellness guidance
- Local merchant offers that support the neighborhood the church serves
- Events, recognition, and community participation that strengthen belonging

PHOTO Riverside Community Church branded debit card — integrated into daily life from coffee fellowship to family banking.



03 · Employers, Universities & Associations

Turn your workplace or campus into a complete financial community for employees, students, and alumni.

WHAT AN EMPLOYER OR UNIVERSITY ECOSYSTEM CAN INCLUDE

- Employee or student mCards with organization branding and benefits
- Payroll-linked savings, emergency funds, and financial wellness tools
- Campus or workplace rewards, merchant offers, and exclusive partner benefits
- Career-stage products: student banking → alumni lending → retirement pathways
- AI-assisted guidance and a single relationship that grows with the member

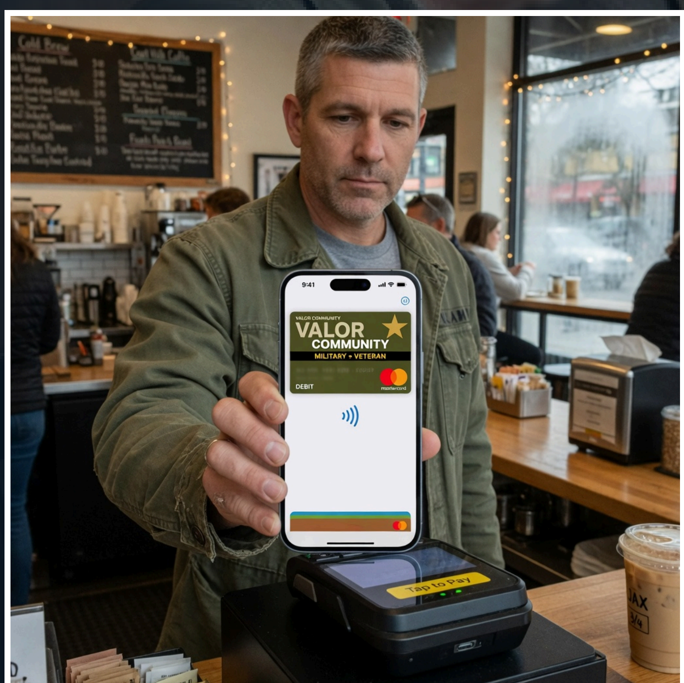
PHOTO Northstar Employee mCard — a branded financial identity for the people who power the organization.

The organization represents the experience. The credit union remains the regulated financial institution—owning deposits, lending, compliance, and the formal financial relationship.

04 · Veterans & Military Communities

A financial identity built on service, recognition, and lifelong support for those who served—and the families who stand with them.

Veterans already share a powerful bond of service and trust. A co-branded financial platform lets that bond introduce a banking relationship that feels earned and relevant—never generic.



WHAT A VETERANS BANKING ECOSYSTEM CAN INCLUDE

- Co-branded Valor or unit mCard with military-inspired identity and recognition
- Benefits navigation, VA-related resources, and financial support tools
- Family banking, emergency savings, and transition-to-civilian support
- Local merchant offers and community recognition programs
- A lifetime relationship that honors service while delivering practical financial value

PHOTO Valor Community mCard — designed for military members, veterans, and their families. Powered by Community Credit Union.

HOW THE COMMUNITY BANKING NETWORK WORKS

Partner. Design. Launch. Grow.

Progressive credit unions, working with platforms like Neobankify, now enable local organizations to launch co-branded Community Banking Ecosystems. The credit union remains the regulated financial institution. Your organization becomes the trusted face of a richer financial experience for your members.

01 · PARTNER

Partner

Your organization partners with a progressive credit union that shares your community mission.

02 · DESIGN

Design

Together you configure a co-branded experience: card design, rewards, content, offers, and member journeys tailored to your people.

03 · LAUNCH

Launch

You introduce the ecosystem through the channels members already trust—events, apps, communications, and leadership.

04 · GROW

Grow

Members activate cards, deposits, and products. Value flows back through rewards, fundraising support, and deeper relationships.

CLEAR ROLES KEEP TRUST INTACT

Your Organization

Identity, promotion, community value, and the trusted introduction.

Credit Union

Regulated products, deposits, lending, compliance, and the financial relationship.

Neobankify Platform

Configurable branded experiences, cards, rewards, portals, data, and orchestration.

ILLUSTRATIVE MODEL Credit union = regulated products · Neobankify = branded ecosystem · Local organization = trusted face · Members = experience

THE STRATEGIC CASE

Why communities are choosing this path

Imagine your community—your church congregation, school families, university alumni, workplace colleagues, or veterans group—having its own financial identity. A branded debit card. A digital banking experience designed around the people you already serve.

Relevance

Generic banking feels distant. A community-branded experience feels like it belongs to the people it serves.

Trust Transfer

Members already know and trust you. That trust dramatically lowers the friction of starting a new financial relationship.

Shared Value

Rewards, local offers, fundraising, and education create visible benefits for both the community and the credit union.

No Need to Become a Bank

You represent the experience. The credit union owns the regulated relationship and all compliance responsibilities.

Measurable Impact

Enrollment, activation, engagement, and community outcomes can be tracked and improved over time.

ILLUSTRATIVE	ILLUSTRATIVE	ILLUSTRATIVE	ILLUSTRATIVE
12,000	**2,500**	**3,000**	**8,000**
university students	church families	employer employees	association educators

THE NEXT STEP FOR YOUR COMMUNITY

THE NEXT STEP FOR YOUR COMMUNITY

The future of community banking is not more branches. It is more communities empowered with their own financial platforms.

Whether you lead a church, a school, a university, a workplace, a veterans organization, or any group that already holds the trust of its members—you can now offer them a branded financial experience that reflects who they are and supports how they live.

> *Build the financial platform your community deserves.*
>
> *One trusted relationship. One branded experience. Endless possibilities.*

Talk to a progressive credit union about launching your Community Banking Ecosystem.

POWERED BY NEOBANKIFY · BUILDING THE COMMUNITY BANKING NETWORK

This publication is adapted from The Community Banking Blueprint. Illustrative examples are conceptual. Any partnership requires credit-union approval, field-of-membership alignment, and compliance review.