

SEVEN OF THE LATEST IDEAS FROM FILENE i³

FALL 2013

Since 2003, the i³ program has changed state laws, improved millions of financial lives, and saved credit unions countless dollars while attracting an untold number of new credit union members.

READ THE FULL CONCEPT DOCUMENTS AT FILENE.ORG

IMMINENT DEATH

ARE WE PREPARED WITH A WILL?

An interactive tool for credit union employees to easily introduce the importance of creating a basic will with their members



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JUST4YOU

YOU. LIFESTYLE. NOW. LATER.

A tool that enables credit union employees to open accounts for consumers that meet their unique financial needs

SOCIAL COWBOY

BECAUSE TWIT HAPPENS

A tool that empowers credit unions to monitor, filter, and leverage conversations around financial topics and brands across social networks



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RELAUNCH

SAVE UP. START AGAIN.

An online savings reward program designed to help young adults living with their parents learn how to manage their finances and build nest eggs so they can move out

CENTSUS

YOUR MONEY, YOUR HAPPINESS

A web-based tool where consumers use emoticons to rank how they feel after spending, making them aware of how financial decisions impact emotions



5

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THE GREAT CREDIT RACE

HELPING INDIVIDUALS ESTABLISH CREDIT

A contest platform that helps young adults establish credit scores, motivating them through gaming techniques and supporting them with financial education

CREDIT UNION CAREER CORPS

REDUCING THE STUDENT LOAN DEBT BURDEN

A tuition reimbursement program, paid forward, that incentivizes recent college graduates to explore full-time employment with credit unions



7

View more than 150 financial innovations developed and tested through Filene i³ at

filene.org/research/i3-projects