



VERITY MOM – FREQUENTLY ASKED QUESTIONS

Q: What is Verity Mom?

A: Verity Mom is Verity Credit Union's web-based initiative to connect with Seattle moms using social media and the veritymom.com website to provide interesting information to moms, and to listen to what moms have to say. Verity Credit Union is searching for a mom to work part time to be the face of Verity and create the content for veritymom.com.

Q: How can someone apply to be the Verity Mom?

A: The search is open to moms in the Seattle area. Anyone interested can submit an application online at veritymom.com with a 60-second video explaining why they would be best for the job, and a blog post about something interesting to them.

Q: How will the Verity Mom be determined?

A: All of the video applications and blogs will be placed on the veritymom.com website for visitors to view. Once the application deadline of October 11 is reached, Verity Credit Union will shortlist a select group of applicants to participate in a "Mom Meet-Up" and from there, three candidates will be selected as finalists. The general public can vote for their favorite between October 19 and 26 at veritymom.com.

Q: What will the Verity Mom do?

A: The job involves listening, writing and forming connections with Seattle moms online, through daily blog posts, creating videos and attending events.

Q: What makes Verity Mom unique?

A: Verity Mom was the first program introduced by a financial institution to target the mom demographic specifically with a website and with a part-time job. In 2009, Rosemary Garner became the first Verity Mom, and now it's time to give another mom the opportunity.

Q: Why did Verity Credit Union create Verity Mom?

A: Verity Credit Union recognizes that moms make most spending decisions in a household and carry a tremendous amount of economic influence. Verity wants to spend more time connecting with this group in order to better understand their financial needs. The first two years of the Verity Mom program helped reduce the average age of its membership, and Verity is committed to working with moms.

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About Verity Credit Union

Verity Credit Union has been a member-owned financial institution in Seattle since 1933. Verity is committed to providing a full range of financial products and services to those we serve. Anyone that lives, works, worships or goes to school in Washington state can become a member.

Contact:

Melina Young
Marketing Manager
Verity Credit Union
(206) 361-5394 (Direct Line)
MelinaY@veritycu.com