



VERITY MOM – FACT SHEET

WHAT IS VERITY MOM?

- An opportunity for a Seattle-area mom to be the face of Verity Credit Union and talk about what it's like to be a mom in Seattle today.
- Verity Mom blogs, vlogs and spreads the word about Verity and veritymom.com – and is compensated with a \$20,000 1 year contract for the efforts.

THE SEARCH FOR THE VERITY MOM:

- Verity Credit Union is looking for a mom to become an advocate for Seattle's Moms and represent Verity Credit Union.
- Applicants enter online at veritymom.com
- Application will consist of:
 - 60 second video application edited and uploaded to YouTube
 - One blog essay
 - A completed application form
- Search opens: **Friday, Sept. 9**
- Application deadline: **Tuesday, October 11, at noon**
- Public online voting: **Wednesday, October 19 – Wednesday, October 26**

CHARACTERISTICS OF THE IDEAL VERITY MOM:

- Self-motivated and able to talk to anyone, anytime
- Dynamic, likeable and outgoing personality
- Strong writing and creative skills
- Comfortable on camera
- Computer savvy; able to film, edit and upload video
- Comfortable with all things “web” and involved in social media

EXPECTATIONS OF THE VERITY MOM:

- Become a member of Verity Credit Union
- Work part time for a full year (20 hours per week)
- Produce and post daily blog entries and weekly video blogs to veritymom.com
- Attend, speak and interact at events

WHAT THE SPOKESPERSON GETS OUT OF THE GIG

- \$20,000 annual salary
- 13" Apple MacBook Pro notebook computer
- Canon HD video camera

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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:

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