



Verity Mom Media Kit

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 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 September 13 is reached, Verity Credit Union will shortlist to three candidates, and the general public can vote for their favorite between September 21 and October 4 on 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, attending events and creating videos.

Q: What makes Verity Mom unique?

A: Verity Mom is the first program introduced by a financial institution to target the mom demographic specifically with a website and with a part-time job.

Q: Why is Verity Credit Union introducing 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.

About Verity Credit Union

Verity Credit Union has been a member-owned financial institution since 1933, committed to providing a full range of financial products and services to those we serve. Verity membership eligibility is extended to: anyone that lives, works, worships or goes to school in any county within Washington State; family members of an existing member; and a member or employee of one of the employers and organizations considered a select employee group.

Verity continues to serve federal and military employees, current and retired, and their extended families located in 16 Washington counties.

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