



Verity Mom Media Kit

Fact Sheet

What is Verity Mom?

- Verity Credit Union's web-based initiative to connect with Seattle moms.
- Uses social media and the veritymom.com website to provide interesting information to moms, and to get interesting information from them.
- Steered by the creative efforts of a Verity Mom spokesperson that connects with other moms.

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
- An application consists of: (1) 60-second video application (2) edited and uploaded to YouTube (3) one blog essay (4) a completed application form
- Search opens: Tuesday, **August 4**
- Application deadline: Sunday, **September 13**
- Public voting: Monday, **September 21** – Sunday, **October 4**

Characteristics of the ideal Verity Mom

- Be self-motivated and able to talk to anyone, anytime
- Have a dynamic, likable and outgoing personality
- Have strong writing and creative skills
- Be comfortable on camera
- Be computer savvy
- Be able to film, edit and upload video
- Be comfortable with all things Web

Expectations of the Verity Mom

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

WHAT THE SPOKESPERSON GETS OUT OF THE GIG

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

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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www.veritymom.com