

SAMPLE MESSAGING FOR CREDIT UNIONS REOPENING BRANCHES AFTER PANDEMIC

MESSAGE TO MEMBERS

Reopening – Important Information

We are excited to report we will be reopening our branch doors. Effective **<DATE>**, we will reopen all branch lobbies to members, however we will do so in adherence to guidance set forth by our public health experts and the Centers for Disease Control and Prevention. We want to proceed with caution, so we ask that you continue to practice safe and healthy illness prevention methods inside our facilities moving forward.

To ensure safety, we ask all staff & members to:

- **Clean hands often** – Wash your hands with soap and water or use hand sanitizer, especially after touching frequently used items or surfaces.
- **Avoid close contact** – Please maintain social distance in our facilities by allowing 6 feet of space between yourself and others. *Please no hugs or other exchanges that could jeopardize our collective health.*
- **Maintain personal space** – Keep extra space between yourself and others in line.
- **Cover coughs & sneezes** – Remember to always cover your mouth and nose with a tissue when you cough or sneeze or use the inside of your elbow. Throw used tissues in the trash and wash your hands.
- **Wear a mask** – While facemasks are not mandatory, you should strongly consider using face coverings while in public.
- **Clean & disinfect** – We will continue to follow proper cleaning protocol of our facilities, ATMs, electronics and soft surfaces.
- **Stay home when ill** – Please stay home if you are feeling ill and use our many remote banking options instead.

REMOTE BANKING OPTIONS

If you have not yet, we encourage you to get to know our remote banking options. Should you feel ill, we ask that you remain home and conduct your financial business virtually until you feel well again. As a reminder, you can access your accounts remotely in the following ways:

MOBILE & ONLINE BANKING

If you haven't already, we encourage you to download our mobile app through the **Apple Store or Google Play Store** (links can be found on our website under **<LOCATION>**) and **Enroll in our online banking services: <URL>**

TELEPHONE BANKING

If you have previously requested the service, you can also access your accounts via our audio banking line by simply calling **<PHONE>**.

ATMs

Access your accounts using any ATM on our networks. Visit **<URL>** to find one near you.

DRIVE-THRU

If you aren't comfortable coming into the branch, remember our drive-thru lanes offer the convenience of banking from your car. You can find our locations and drive-thru hours online at **<URL>** or over the phone at **<PHONE>**.

We're committed to being responsive to the needs of our members and staff as we cautiously transition back to usual business operations. We'll keep you informed via our website at [CU URL](mailto:CU_URL) and on [SOCIAL CHANNELS](mailto:SOCIAL_CHANNELS) if further changes in protocol are required. Should you have any specific concerns, please contact us at [CU PHONE#](mailto:CU_PHONE#) or via email at [CU EMAIL](mailto:CU_EMAIL).

For additional information regarding COVID-19, please visit the Centers for Disease Control and Prevention's Resource Area.

Thanks for your patience and cooperation throughout these uncertain times.

Sincerely,
CREDIT UNION

SAMPLE SOCIAL POSTS:

SAMPLE POST #1: REOPENING

Effective DATE, NAME OF CU will reopen all branch lobbies to members, however we will do so in adherence to guidance set forth by our public health experts. We want to proceed with caution, so we ask that you continue to practice safe and healthy illness prevention methods inside our facilities moving forward. #StopTheSpread

Our operating hours are: DAYS/HOURS

SAMPLE POST #2: PREVENTION

FACEBOOK:

As we cautiously proceed to open our branches and resume normal business operations, we ask that you continue to practice safe and healthy habits by putting space between yourself and others. Help slow the spread of #COVID19.

- Wash your hands for at least 20 seconds
- Clean and then disinfect frequently used surfaces
- Stay home if you're sick
- Avoid touching your face

Learn more about staying safe and healthy at cdc.gov/covid19 #StopTheSpread #KeepAmericaWorking

TWITTER:

Practice social distancing by putting space between yourself and others. Continue to practice healthy habits, like washing your hands for at least 20 seconds and staying home if you're sick to help slow the spread of #COVID19. #StopTheSpread #KeepAmericaWorking

INSTAGRAM:

Practice social distancing by putting space between yourself and others. Continue to practice healthy habits to help slow the spread of COVID-19.

- Wash your hands for at least 20 seconds
- Clean and then disinfect frequently used surfaces
- Stay home if you're sick
- Avoid touching your face

Learn more about staying safe and healthy at cdc.gov/covid19. #StopTheSpread #KeepAmericaWorking



**CREDIT UNION
ASSOCIATION
OF THE DAKOTAS**

*If you would like an editable version of the following messages,
please email Lori Welder, CUAD Director of Communications
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