



YOUTH FINANCIAL LITERACY MONTH

2026
CASE
STUDY



Youth Month 2026 proved that financial education drives growth.

My First Nest Egg partners turned engaging financial education into record youth account growth, increased deposits, stronger branch traffic and deeper family relationships.



THE DIVE INTO LENDING YOUTH MONTH CAMPAIGN

For Youth Month 2026, My First Nest Egg provided each partner a **fully branded turnkey financial education campaign** to teach kids all about lending. Campaign included:

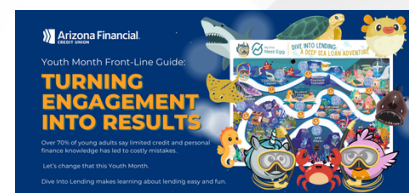
- Dive Into Lending activity books and worksheets
- Animated educational video series
- Parent guides
- Frontline staff activation guides
- Branch marketing materials
- Social media content
- Newsletter inserts
- Campaign ideas and engagement resources

Partners customized the program to fit their communities, adding local promotions, events, contests, and branch activities while using the campaign as a foundation for Youth Month outreach.



Adventure Map and Worksheet

Front Line Activation Guide



Why front-line energy matters

Youth Month is most successful when kids feel the excitement the moment they walk into a branch. When front-line staff participate, even in small ways, engagement increases. With notice. Families notice. Conversations start naturally.

We have seen this year after year:

Money Map Adventure opens to life with people. Fun and eye patches. Galactic Adventure book off with alien goggles and antennas.

Youth Month is about **experience, not effort**. When front-line staff bring energy, kids love it. Lending engages, and learning sticks. One playful touch goes a long way.

It also does more than light up the branch. Front-line participation creates the **best social media moments**. Families love seeing real teams having fun while doing something meaningful, and those posts consistently drive higher engagement and sharing.

The more you do, the more kids and families respond.

Create simple visual appeal

You do not need a full theme or decorations. A little visual element goes a long way. Pick one or two elements that feel fun and easy for your youth.

Beach / Shoreline

Bright and welcoming. Think sunglasses, leis, beach balls, flip-flops.

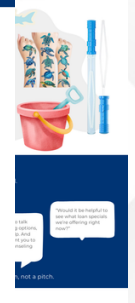
Sea Creatures

Playful and fun. Fish, turtles, dolphins, friendly sharks.

Underwater Explorer

Curious and adventurous. Goggles, bubbles, explorer language.

Mix and match. There is no right or wrong approach.



How to track

Keep this simple. These are meant to be directional, not exact.

- Number of youth packets shared with families
- Number of kid or family conversations started
- Number of kids who stopped to engage or ask a question
- Number of parents who paused to talk about loans or borrowing

This can be as simple as tally marks on a whiteboard or a basic spreadsheet at the end of each day.



Branch Assets for Easy Marketing



Social Media Assets



YouTube Video Series

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Turning Enthusiasm into Accounts

Southwest Louisiana Credit Union launched a high-energy Youth Month campaign that delivered measurable growth across the organization. Through themed branch activations, staff incentives, and coordinated outreach, the credit union opened 130 new youth accounts during April.

Using Dive into Lending as a starting point, the team customized the campaign with interactive promotions and branch experiences that kept employees engaged and brought more families into branches throughout the month.

By the Numbers

160

New youth accounts opened

\$30,000+

In youth savings and checking deposits

8

Youth CDs opened, including an additional \$10K in deposits

“My First Nest Egg knocked it out of the park. The campaign materials made it easy for our team to create excitement throughout Youth Month, and the results were outstanding.”

Malana LaCombe
Director of Financial Coaching

What Drove Results



Themed Branch Activations

Treasure hunts, slime workshops, pirate days, and youth signing events created excitement across branches and encouraged more family participation throughout April.



Staff Buy-In

Frontline employees played a major role in the campaign's success. Incentives like gift cards and half days off helped keep teams motivated and Youth Month top of mind.



A Strong Starting Point

My First Nest Egg provided a ready-to-use framework that helped Southwest Louisiana CU quickly launch and scale their Youth Month campaign.

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Extending Youth Month Beyond the Branch

Belco Community Credit Union used Youth Month as an opportunity to reach families throughout the community, bringing financial education into branches, schools, community events, and local gatherings across the month of April.

From Baseball Student Night to Senior Citizen Night, the Belco team consistently incorporated My First Nest Egg materials into their outreach efforts, helping introduce more families, students, and even grandparents to youth financial education resources.

Youth Month Highlights

46

New Safari Accounts opened

32

New Teen Accounts opened totaling \$39,000

24

Refer-a-Friend accounts opened

75

Students received Youth Month match incentives

150

Dive Into Lending books distributed at community events

“Using My First Nest Egg materials across all our Youth Month outreach helped create a phenomenal experience for our community.”

Angela Barlup
Financial Education Program Manager

A Consistent Community Presence



Belco incorporated Dive Into Lending materials into every aspect of their Youth Month outreach, creating a cohesive experience across branches, schools, and events. This consistent visibility helped reinforce Belco's commitment to supporting families with accessible, community-centered resources.

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Bringing Energy and Excitement Into Every Branch

Forest Area Federal Credit Union turned Youth Month into a lively, branch-wide experience filled with themed activities, decorations, giveaways, and meaningful family interactions throughout April. What stood out most was the enthusiasm across the organization. Branch teams fully embraced the experience, creating welcoming environments that made Youth Month feel fun, approachable, and community-driven for families visiting throughout the month.

That energy translated into real results, with FAFCU welcoming 67 new youth account members during Youth Month while also receiving positive feedback from both parents and Branch Managers about the in-branch experience.

Highlights From Youth Month

67

New youth account members welcomed



Branch-wide participation across the organization



Themed decorations, giveaways, and family activities



Positive feedback from parents and Branch Managers



Strong staff participation and in-branch engagement

“My First Nest Egg helped make Youth Month exciting not only for our young members and families, but for our staff as well. The interactive and ready-to-use materials and pre-determined theme gave our branches the flexibility to have fun with the campaign, build friendly engagement across teams, and create memorable experiences for members throughout the month.”

Emily Lawrence
Marketing Specialist

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Looking Ahead



Following the success of Youth Month, Forest Area Federal Credit Union is already planning additional youth outreach efforts, including a back-to-school youth account campaign later this year.



Creating a Youth Month Families Remember

MidAmerican Credit Union turned Youth Month 2026 into a month-long celebration that brought energy and excitement into branches across the credit union.

Throughout April, branches embraced Hawaiian Fridays, costume contests, open houses, giveaways, photo booths, and themed activities. Their success shows how creativity, staff engagement, and community-focused experiences can turn financial education into something families genuinely want to participate in.

Highlights From Youth Month

758

Youth Month referrals



Branch-wide participation across the organization



Family-focused branch events and open houses



Team competitions and themed staff engagement activities



Interactive experiences that made financial education fun and approachable

“One of the best parts of Youth Month was seeing our branches fully embrace the experience and create moments families genuinely enjoyed being part of.”

Carrie Herman
Director of Marketing

What Made It Successful



Engagement Across the Credit Union

Employees fully embraced the campaign, helping create excitement and encouraging meaningful conversations with families throughout the month.



Creative Community Experiences

From themed dress-up days to photo booths and giveaways, branches created welcoming experiences that brought families into the credit union in fun and memorable ways.