



Neighborhood Credit Union | Driving Business Success Through Strategic PR and Community Engagement

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CHALLENGE

Operating in a saturated financial services market, where there's a bank or financial institution on nearly every corner - [Neighborhood Credit Union](#), a not-for-profit organization and the oldest credit union in the DFW metroplex, faced the uphill task of standing out. Unlike larger institutions with expansive marketing budgets, the credit union needed to make a significant impact using limited resources. The goal was to leverage strategic public relations to amplify its voice and presence without relying on costly advertising.

In addition to increasing visibility, the credit union aimed to educate consumers about the fundamental differences between credit unions and traditional banks, positioning themselves as a community-first financial partner, emphasizing trust, personalized service, and a commitment to financial literacy.

OBJECTIVE

To address these challenges, Pierpont crafted a multi-layered PR strategy designed to align closely with Neighborhood Credit Union's business goals and market positioning. The plan focused on providing strategic air cover for sales and marketing initiatives; fostering meaningful community engagement; securing consistent media coverage and establishing thought leadership; educating the public on the benefits of credit union membership; and promoting financial literacy as a core brand value.

APPROACH

Pierpont executed on a strategic, resource-efficient and cost-effective PR plan focused on education, visibility, and community impact. The targeted media strategy focused on education and credibility. Each month, Pierpont crafted timely, relevant story angles that highlighted Neighborhood Credit Union's expertise and community impact. These efforts led to consistent

media placements in key markets and verticals. We also facilitated regular introductions between executives and journalists, building relationships that opened doors for future coverage. By proactively placing thought leadership content and seizing timely media opportunities, the credit union steadily grew its reputation as a trusted financial resource.

To strengthen its community presence and reinforce its mission, Pierpont supported Neighborhood Credit Union's initiatives centered on education and visibility. Pierpont took an active role in supporting both the Sherman and Oak Cliff branch openings, including identifying key dignitaries to be invited to the event. Additionally, Pierpont pursued industry and community awards to further validate Neighborhood Credit Union's impact and reputation, resulting in the Chief Growth Officer being selected as an honoree of the *Dallas Business Journal* Women in Technology award and a top five finalist for the CUES Exceptional Leader award.

RESULTS

Pierpont's PR program became a turning point, helping the credit union break through the noise of a crowded financial landscape. By aligning public relations with business goals, Neighborhood Credit Union was able to amplify its voice, deepen trust with members and potential members, and elevate its brand as a people-first institution – all without the luxury of a large marketing budget.

On average, Pierpont secured one to two media placements per month with local, regional, national and industry outlets including *USA Today*, the *Dallas Business Journal*, *KRLD CEO Spotlight*, *CBS News MoneyWatch*, *D CEO Magazine*, *CNN*, *Fox Business*, *Sherman Herald Democrat*, *Waxahachie Sun*, *Credit Union Times*, *CU Insight*, *Credit Union Management Magazine* and many more.