

Content Pack 7 OVERVIEW

- IT'S A -
MONEY THING®

Digging into what makes credit unions special

The materials in **Content Pack 7: the 7 Co-operative Principles** go deep into credit union history and the guiding principles that make credit unions unique. In addition to presenting this content to the public and to your credit union members, it is a great topic to go over with your staff and board. The video even features an original song—a first for It's a Money Thing! Here are the lyrics.



We've included the lyrics in a text file with this pack. Feel free to add the lyrics to your YouTube video description.

Guide You Right Along

*They are open, understanding
And there's no discrimination
If you're doing fine or need help
With your credit situation*

*And the members call the shots because
CUs are so pragmatic
Every member gets a vote to keep things
Nice and democratic*

(CHORUS)
*The seven co-operative principles
Will guide you right along
The credit union
Helps me sing this song*

*In a credit union, members stand to
Gain from any profit
So if it does well, then that means
Better rates on my deposits*

*As financial co-ops, sharing
Is the key to their foundation
And they strive to keep their members
Well informed—that's education*

(CHORUS)
*The seven co-operative principles
Will guide you right along
I don't know how I know
The words to this song*

*They will go the extra mile just to
Lend a helping hand, which
Goes together nicely like my
Ham and pickle sandwich*

*Not exactly, I was talking more
About working together
Both locally and globally
To make the co-op movement better*

(CHORUS)
*The seven co-operative principles
Will guide you right along
The credit union
Helps me sing this song*

*The community's important to the
credit union mission
Its focus is on members
With its every decision
You could say that serving others
Is its primary ambition*