

# Content Pack 49 CONTENTS

- IT'S A -  
**MONEY THING**<sup>®</sup>



49\_A\_Video\_CUName.mp4 (1080 HD video file)

49\_A\_Video\_Screen\_HD.jpg (video poster image)

49\_A\_Video\_Screen.jpg (video poster image)



49\_C\_Presentation\_CUName.pdf (25 slides)

**Guaranteed DEPOSITS** - IT'S A MONEY THING

## What is a CERTIFICATE OF DEPOSIT?

A Certificate of Deposit (CD) is a guaranteed investment product commonly sold by credit unions and banks.

**CD FEATURES**

- Fixed INTEREST RATE**: A CD offers a guaranteed interest rate for a specified period of time.
- Fixed TERM LENGTH**: You leave your money in a CD for the term you've agreed to (typically three months to five years).
- Fixed MATURITY DATE**: A CD is held until a maturity date, at which time the funds can be withdrawn and interest is paid.

**CD BENEFITS**

- PREDICTABLE RATE OF RETURN**: CDs offer a guaranteed interest rate, so you know exactly how much your investment will increase in value over time.

49\_B\_Infographic\_CUName.jpg

49\_B\_Infographic\_CUName.pdf

**CERTIFICATE OF DEPOSIT** - IT'S A MONEY THING

### Certificates of Deposit Are a Solid Investment for Young Adults

As a young adult, you may have heard the phrase "investing in the stock market" many times, but you may not be sure what it means. Investing in the stock market means buying stocks, which are shares of ownership in a company. Stocks can be risky investments because their value can go up or down quickly, depending on various factors, such as economic conditions, company performance and investor sentiment. Therefore, investing in the stock market can be intimidating, especially if you are risk-averse or have limited knowledge of the market.

A safer and less volatile alternative to investing in the stock market is investing in Certificates of Deposit (CDs) through your credit union or bank. CDs are financial products that offer a fixed interest rate and a specific term. CDs can be a good investment option for young adults who want to earn a guaranteed return on their money.

Here are some reasons to consider investing in CDs:

- Guaranteed Returns**: Unlike stocks, which can fluctuate in value, CDs offer a fixed rate of return that is guaranteed by the issuing credit union or bank. This means that you know exactly how much interest you will earn on your investment, and you can calculate your return in advance. This predictability can be comforting for young investors who are looking for a stable investment option.
- NCUA or FDIC Insurance**: CDs are insured by the National Credit Union Administration (NCUA) or the Federal Deposit Insurance Corporation (FDIC). These are government agencies that protect consumer deposits in case their credit union or bank fails. NCUA or FDIC insurance covers up to \$250,000 per depositor, per insured credit union or bank.
- Low Risk**: CDs are considered a low-risk investment because they are not affected by market fluctuations. Unlike stocks, which can go up or down based on economic conditions, company performance or other external factors, CDs offer a fixed rate of return regardless of market conditions. This means that your investment is not exposed to the same level of risk as stocks, which can be comforting for young investors who are just starting to build their portfolios.
- Variety of Terms**: CDs come in a variety of terms, ranging from a few months to several years. The longer the term of the CD, the higher the interest rate tends to be.

Page 1 of 2

49\_D\_Article\_US.pdf

49\_D\_Article\_US.rtf

**Guaranteed DEPOSITS** - IT'S A MONEY THING

### What is a CERTIFICATE OF DEPOSIT?

A Certificate of Deposit (CD) is a guaranteed investment product commonly sold by credit unions and banks. CDs differ from savings accounts in that CDs have a specific fixed term (typically three months to five years) and, usually, a fixed interest rate. The financial institution deposits the CD's term held until a maturity date, at which time the funds can be withdrawn and interest is paid to the depositor.

**INVESTING CAN BE RISKY**

Investments made in the stock market can be risky because their value can go up or down quickly, depending on various factors, such as economic conditions, company performance and investor sentiment. Therefore, investing in the stock market can be intimidating, especially if you are risk-averse or have limited knowledge of the market.

**CDs vs. Stocks**

If you have some extra cash to invest, you are looking to invest, CDs and stocks are two options to consider. There are many differences between the two, including flexibility, return, the level of risk you are exposed to and the term length of your investment.

**Level of risk**

CDs offer a guaranteed interest rate, so you know exactly how much your investment will increase in value over time. Stocks, on the other hand, can fluctuate in value, and their value can go up or down based on economic conditions, company performance or other external factors. Therefore, investing in stocks can be riskier than investing in CDs.

**Flexibility**

CDs are typically held for a fixed term, and you are usually not allowed to withdraw your funds until the maturity date. Stocks, on the other hand, are more flexible, and you can buy and sell them at any time.

**Return**

CDs offer a fixed interest rate, which is typically lower than the return on stocks. However, the return on stocks can be higher, but it is also more volatile.

49\_E\_Handout\_CUName.pdf

49\_E\_Handout\_CUName.jpg

**Guaranteed DEPOSITS** - IT'S A MONEY THING

49\_F\_Social\_01\_US.jpg

**IT'S A MONEY THING**

A CERTIFICATE OF DEPOSIT HAS A **FIXED INTEREST RATE**

A CD offers a guaranteed interest rate for a specified period of time.

49\_F\_Social\_02\_US.jpg

**IT'S A MONEY THING**

A CERTIFICATE OF DEPOSIT HAS A **FIXED TERM**

You leave your money in a CD for the term you've agreed to (typically three months to five years).

49\_F\_Social\_03\_US.jpg

**IT'S A MONEY THING**

A CERTIFICATE OF DEPOSIT HAS A **FIXED MATURITY DATE**

A CD is held until a maturity date, at which time the funds can be withdrawn and interest is paid.

49\_F\_Social\_04\_US.jpg

**IT'S A MONEY THING**

A CERTIFICATE OF DEPOSIT HAS A **PREDICTABLE RATE OF RETURN**

CDs offer a guaranteed interest rate, so you know exactly how much your investment will increase in value over time.

49\_F\_Social\_05\_US.jpg

**IT'S A MONEY THING**

A CERTIFICATE OF DEPOSIT IS **FEDERALLY INSURED**

Most CDs sold by credit unions and banks are insured up to \$250,000 by the National Credit Union Administration (NCUA) or the Federal Deposit Insurance Corporation (FDIC).

49\_F\_Social\_06\_US.jpg

**Guaranteed DEPOSITS** - IT'S A MONEY THING

49\_F\_Social\_Wide\_01\_US.jpg

**IT'S A MONEY THING**

A CERTIFICATE OF DEPOSIT HAS A **FIXED INTEREST RATE**

A CD offers a guaranteed interest rate for a specified period of time.

49\_F\_Social\_Wide\_02\_US.jpg

**IT'S A MONEY THING**

A CERTIFICATE OF DEPOSIT HAS A **FIXED TERM**

You leave your money in a CD for the term you've agreed to (typically three months to five years).

49\_F\_Social\_Wide\_03\_US.jpg

**IT'S A MONEY THING**

A CERTIFICATE OF DEPOSIT HAS A **FIXED MATURITY DATE**

A CD is held until a maturity date, at which time the funds can be withdrawn and interest is paid.

49\_F\_Social\_Wide\_04\_US.jpg

**IT'S A MONEY THING**

A CERTIFICATE OF DEPOSIT HAS A **PREDICTABLE RATE OF RETURN**

CDs offer a guaranteed interest rate, so you know exactly how much your investment will increase in value over time.

49\_F\_Social\_Wide\_05\_US.jpg

**IT'S A MONEY THING**

A CERTIFICATE OF DEPOSIT IS **FEDERALLY INSURED**

Most CDs sold by credit unions and banks are insured up to \$250,000 by the National Credit Union Administration (NCUA) or the Federal Deposit Insurance Corporation (FDIC).

49\_F\_Social\_Wide\_06\_US.jpg

**CURRENCY**

FINANCIAL EDUCATION EXPERTS