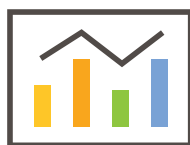


Kelly Community FCU

CLIENT	ASSETS	MEMBERS
	\$151M	9.5K

SITUATION

Kelly Community FCU was at a crossroads. Its strategic planning facilitator had recently retired, and it wasn't seeing the marketing results it wanted. The credit union's leadership decided it needed to improve every aspect of the organization to effectively grow.



On The Mark Strategies comes in as a partner to help fuel the fire. I really appreciated that instead of them saying 'this is what needs to be done,' there was really a collaboration. I love that they all work really, really well together, and they all make us even better.

– Michelle Small, CEO, Kelly Community Federal Credit Union.

ACTIONS

Kelly Community FCU strategically partnered with On The Mark Strategies to attack the credit union's problems on multiple fronts. On The Mark Strategies walked the credit union through assessing its marketing, aligning its organization, maximizing its brand, refining its member experience and equipping its leaders. Over the course of the two-year program, Kelly Community FCU saw **major improvements** throughout its organization.

During this two-year period, On The Mark Strategies also helped the credit union with its [strategic planning](#) sessions and day-to-day [marketing efforts](#).

RESULTS

By the end of 2022, Kelly Community FCU accomplished all its **loan goals** and **membership growth goals** for the year. It exceeded \$100 million in loans, \$8 million more than its yearly target. It also acquired 153 more members than initially forecasted. Overall, Kelly Community FCU continues to use the skills it learned with On The Mark Strategies to accelerate its growth.

