

# **Centra Credit Union Zogo Community Partner Kit**

**Centra** partnered with **Zogo** because they are a research-based and constantly evolving financial literacy provider. Zogo content is quick, understandable, and provides real-life value to users. As a mobile app, Zogo makes financial literacy education more accessible in short sessions to allow Members to learn on their schedule.

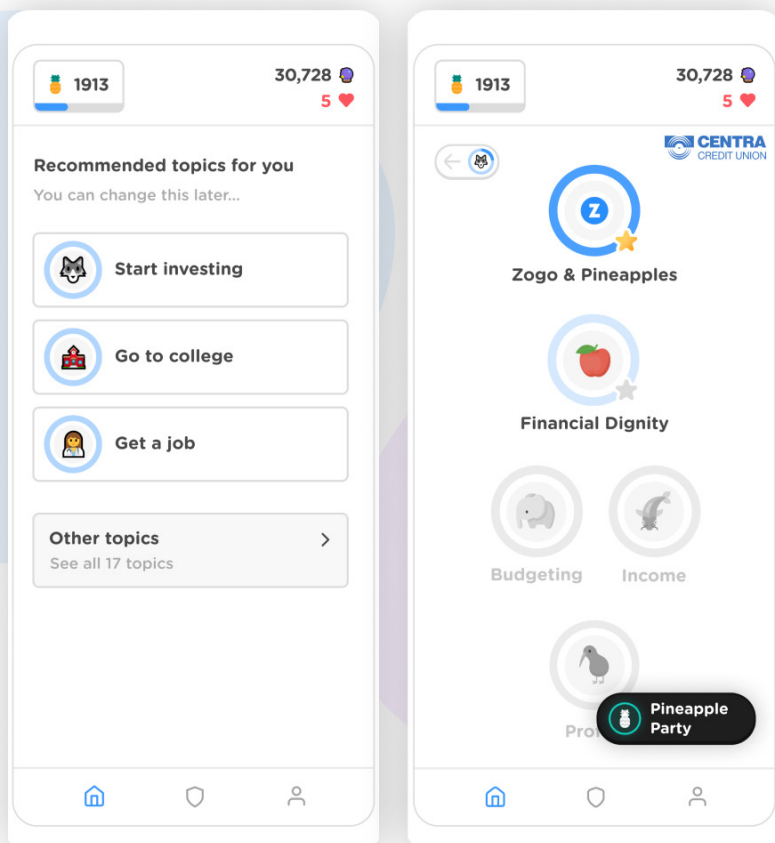
## Zogo's Mission: to inspire the underbanked to become financially savvy.

### About Zogo

Zogo is a financial technology company that teaches sound financial fundamentals with an app that rewards users to learn. Backed by Duke University's latest behavioral science research, the app comes complete with over 300 bite-sized learning modules.

### Zogo Standards

Zogo's educational modules are developed in alignment with relevant curriculum frameworks at the national level (Jumpstart Coalition's National Standards in K-12 Personal Finance Education).



## Reimagine Financial Education

### Centra's goals.

To provide our Members with financial literacy education that fits their life. To make Centra's financial literacy education more accessible to schools and community partners.

### Education without limits.

It has never been easier to incorporate engaging financial literacy content into education. Alongside your curriculum, Zogo allows you to engage users beyond the classroom. Accessible, interactive, and digitized; everything you need to encourage continued learning.

### Turn financial literacy into a game, literally...

Give your participants an interactive platform to test their knowledge. Zogo walks them through real world situations surrounding personal finance. Gamified, digitized, and situational, Zogo is the key to engagement.

### Real world situations, at your fingertips.

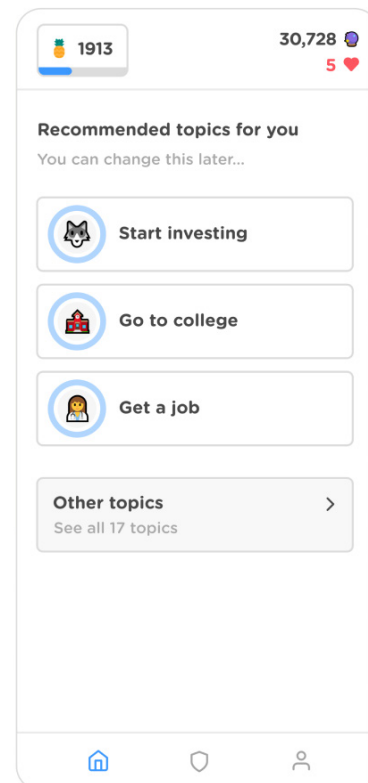
With over 20 different categories, your users can pick and choose which topics they want to learn about most. Whether it's "Opening a bank account" or "Building Credit," Zogo walks them through real-world scenarios to prepare for financial freedom.



## Reimagine Financial Education

### Learning, just for you...

Zogo's 20 categories allow for ease of navigation. All you have to do is choose a category that applies to your existing lesson plan, and let your participants work through modules in that theme! It's that simple.



## The Zogo Difference



- Modules take minutes
- Learn whenever, wherever
- Equipped with persuasive incentives
- Leaderboards to increase engagement
- Content updated daily
- 300+ bite-size modules
- Meets users on mobile



## Real Rewards

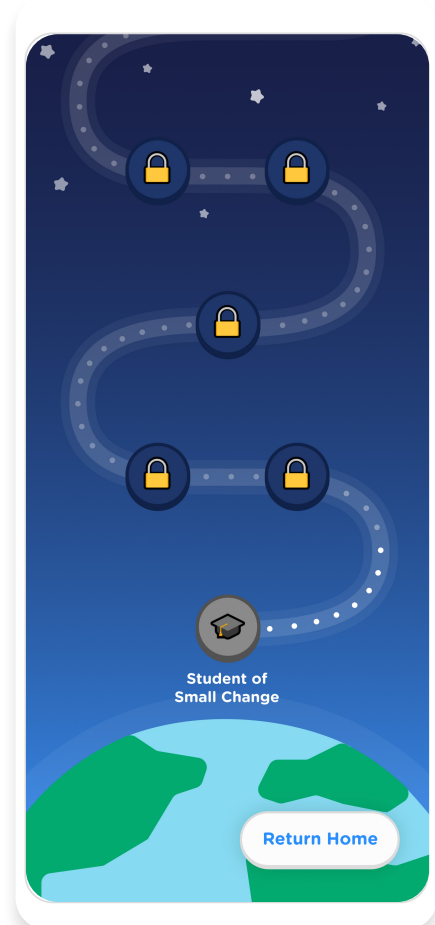
### Learning & Earning

Along with learning financial literacy, your participants get real rewards along the way! With the ability to earn a \$5, \$10, or \$15 gift card at stores like Amazon and Starbucks, Zogo allows users to earn while they learn.



### Leveling Up

To make the redemption of rewards more manageable, your participants are motivated by the user journey to the moon! From “Student of Small Change” to “Currency Conquistador,” users are encouraged to keep working towards their goal with Zogo’s game design principles.



## Take Action

**Now you can take financial literacy to the next level with Zogo and Centra Credit Union! Follow these simple steps:**

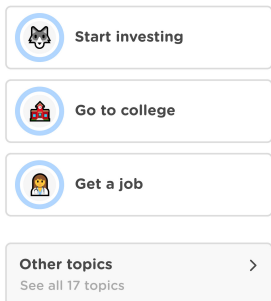
### Step 1:

Download Zogo from the app store and create an account using the unique institution access code.

**CENTRA**

### Step 2:

Choose Zogo modules from one of our 20 categories that align with your financial literacy goals.



### Step 3:

Now, have your users download Zogo, creating an account with Centra Credit Union's access code as well.

### Step 4:

Have your users complete modules that align with their financial literacy goals.



**Financial Dignity**

### Step 5:

Share leaderboard created specifically for you by clicking the medal icon at the bottom of the screen. Leaderboard Name:



## Take Action

### Step 6:

Encourage users to join the leaderboard with your unique code! They just need to click "Join Board" and enter the leaderboard code noted. Leaderboard code:

Create

Join

### Step 7:

Discuss via Zoom or in-person what everyone has learned, and how this applies to your existing financial-education goals.



## Content Overview

**So you're ready to take financial literacy to the next level with Zogo and Centra Credit Union.**

Content is divided into 20 categories. The idea is to prepare everyone for real world scenarios, surrounding the basics of personal finance.

- **Get familiar with financial institutions**
- **Open a bank account**
- **Get a job**
- **Save money**
- **Get credit**
- **Shop smartly**
- **Get insured**
- **Get health insurance**
- **Buy a home**
- **Buy a car**
- **Utilize government assistance**
- **Repay your debt**
- **Save for retirement**
- **Learn investment vocab**
- **Determine the value of investments**
- **Start investing**
- **Protect your investments**
- **Go to college**
- **Do your taxes**
- **Protect yourself from fraud**







**zogo**

