

Date

Marketing Department
Liberty Financial
P. O. Box 5129
Evansville, IN 47716

Dear Business Development Officers:

Please accept this letter of interest **to include the employees of (your company name) within the field of membership of Liberty Financial.** Employees who work in or are paid from the (Company name) locations in (list areas your company is located in the tristate) are seeking the services provided by Liberty.

(Company name) was established in (year). Today **we employee (number) individuals in (list individual locations). These locations are within (number of miles) of Liberty's (list one or more of our offices).**

(Company name) is not currently served by another credit union, and we are interested in joining the field of membership of Liberty for several reasons that will be discussed below.

Inability to form a new credit union:

(Company name) is aware that the NCUA encourages the formation of new credit unions, and towards this end has made available a specialist in each region to help groups, not unlike ours, undertake the formation of new, separately chartered credit unions. We have decided no to avail ourselves of this assistance because we believe that forming our own credit union is not practicable for us. Support for this belief is as follows:

1. Sponsor Support
(Company name) is both unable and unwilling to support the formation of a new, separately chartered credit union at this time. We are lacking in all of the resources, including expertise, necessary to undertake and sustain the operations of a new credit union. First, there is no space available at any of our locations to house a credit union. Second, we have no volunteers willing to devote their time and energy into such a

serious undertaking. Third, we are not able to donate necessary equipment such as computers or needed capital. Finally, we do not have the resources to actively solicit membership in order to provide a strong membership base for such a new institution.

2. Services Desired

Those (Company name) employees who are interested in changing financial institutions are interested in receiving a full array of services. Our employees expect that their credit union could provide them with ATM/debit cards, home banking, direct deposit of payroll, 24-hour account access, checking accounts, mortgages, and other sophisticated services. It is our understanding that a new credit union has limited resources to offer such products, including such basic and necessary financial services as checks.

3. Geographic Location

The operational headquarters of (company name) is located in a community that has a competitive banking environment. Although we are not in the field of membership of any other credit union, our employees can receive financial services from a number of local banks. These banks offer a sophisticated array of services that a start-up credit union could not equal.

(Company name) believes that for all of the reasons set forth above, it is not practicable for our employees to form their own credit union, nor would our employees be interested in receiving the limited number of services that a new credit union could offer.

Liberty Financial, on the other hand, can offer our employees the services they desire and demand in a financial service provider. Furthermore, Liberty is an obvious choice for our company in that the credit union is reasonably located within (number of miles) of our employees and offers the variety of services that would meet the expectations of our employees.

(Company name) requests that you consider our application and act on our request in a reasonable time frame so our employees will gain access to the credit union services they deserve.

Sincerely,

– signature of authorized representative –
– title –