



These are simple, customizable tools for promoting the South Carolina Palmetto Public Deposits Coalition from your Credit Union. If you have any questions, please reach out to us at info@palmettopublicdeposits.com.

Website: palmettopublicdeposits.com Facebook: [@ppdcsc](https://www.facebook.com/ppdcsc) Instagram: [@ppdcsc](https://www.instagram.com/ppdcsc) X: [@ppdcsc](https://twitter.com/ppdcsc)

LinkedIn: [@PalmettoPublicDepositsCoalition](https://www.linkedin.com/company/PalmettoPublicDepositsCoalition)

Overview

South Carolina's state and local governments (“public entities”) have an obligation to manage taxpayer dollars wisely and prudently. Currently, public entities who would like to use credit unions for financial services are forced to do business exclusively at commercial banks. Credit unions offer key financial services like checking and savings accounts and lower-fee loans. Local elected officials in South Carolina should have the freedom to choose the financial institution that provides the most benefit to taxpayers in their communities.

Without action at the Statehouse, South Carolina's public entities could miss the chance to access higher interest rates on deposits and lower interest rates on loans from credit unions. Allowing public deposits at credit unions would also keep more public dollars in local communities.

Increased competition for public deposits leads to better results for taxpayers. For every \$1,000,000 of public funds deposited in a credit union, the return is \$17,113 in total state and local government interest and tax revenue. In contrast, the same amount deposited in a bank yields just \$8,750 - a difference of \$8,363, or a 96% greater net benefit from credit unions.

Social Media

Use the following templates for sharing our campaign on social media. You may also share/retweet content available on the Palmetto Public Deposit Coalition's social channels.

- Are you thankful for your [Your CU name] membership? Help credit unions like ours do even more for you and our local communities that need us most by supporting the Palmetto Public

Deposits Coalition. Learn more: palmettopublicdeposits.com/get-involved.

- We are committed to providing the services you and others in our local communities need to achieve financial well-being. We can do even more by allowing public entities to use credit unions for public deposits. Help us by supporting PPDC. Take action: palmettopublicdeposits.com/get-involved.

Internal Communications

The following is for use in your existing communications platform for volunteers and staff (email blasts, newsletters, etc.).

- As an employee of [Your CU Name], you witness the positive impact we make in our communities every day. We provide financial services for communities across South Carolina, particularly in areas where banks have closed branches. We can achieve even more with your support by enabling public entities to deposit their funds into credit unions, helping taxpayer dollars stay in communities. Learn more about the public deposits effort at palmettopublicdeposits.com.
- The Palmetto Public Deposits Coalition is working hard to create the option for public entities to bank with credit unions for their financial services. By allowing public entities to deposit funds with credit unions like [Your CU Name], we can offer more communities—especially those with limited banking options—greater access to financial solutions to meet their needs. Credit unions often provide more competitive rates and are often based locally in the communities that they serve, allowing local taxpayer dollars to work harder and go further.
- Visit the Palmetto Public Deposits Coalition website and sign the online petition to request your state Representative's and Senator's support. You can also support efforts to create a true free market and more competition for banking public deposits by following the Palmetto Public Deposits Coalition on Facebook, Twitter, Instagram and LinkedIn, and sharing content with your friends and family. For more information, please visit palmettopublicdeposits.com.

External Communications

The following is for use in your existing member communications platform (email marketing, newsletters, blog, website, etc.).

- We are dedicated to supporting your financial well-being. To help even more of our local communities, we need your help in encouraging South Carolina's elected officials to allow public entities to utilize credit unions for public deposits. This change would benefit citizens like you by offering more competitive interest rates on taxpayer funds, keeping more taxpayer

dollars in local communities, and empowering local governments to choose the financial option that best meets their communities' needs.

- Its easy to take action! Visit palmettopublicdeposits.com and sign the online petition to request your representatives support. You can also keep up to date with the Palmetto Public Deposits Coalition's efforts by "liking" the Palmetto Public Deposits Coalition on [Facebook](#) and following on [X](#), [Instagram](#) and [LinkedIn](#).