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ECCU Launches New Relationship-Based Website

BREA, CA—Can a website be relational? Evangelical Christian Credit Union (ECCU) thinks so. When ECCU set out to revise its website, it didn't want to merely change the look—it wanted to change the message. Now, instead of simply being a portal to find information, ECCU's new website is a relationship-based resource for ministries.

You'd expect to find information about financial services on a credit union's website, but ECCU's desire to be "your ministry banking resource" is demonstrated by other resources found there—white papers, resource events, case studies. These resources have been created to support, educate, and encourage ministries.

"The new eccu.org," says Jac La Tour, communications and public relations manager, "is a place for ministries to find all kinds of resources that will help them to be more effective as they pursue their God-given missions. The site is all about ministries—their needs, their passion, and increasing their effectiveness. Everything we bring to the table is for them. In fact, they *are* ECCU."

With this mindset, ECCU designed the website to offer easy navigation for visitors to find the information they need. Beginning at the home page, with a video story, featured solution, and selection of additional resources, the new eccu.org is clearly about

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ministries' needs.

“Our desire is to offer comprehensive solutions that meet those needs, and the website focuses on those solutions,” La Tour says. “That’s why the starting point is always a ministry’s story. Once we understand their mission and vision, then we can start talking about solutions. By focusing on relationships we have with other ministries, the website gets them thinking about how all these resources could actually fit together to meet their unique needs.”

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