



FACT SHEET

NCUA Drawstring Cooler Bags “Ethics Don’t Sweat It”

DESCRIPTION

NCUA ordered and customized drawstring cooler bags through its training office for about \$2 each. Drawstring carry-on-your-back bags were chosen with “Ethics, Don’t Sweat It.” NCUA ordered them in royal blue with the NCUA logo in white and white writing. 1100 bags were ordered, one for every employee. The purpose of the drawstring cooler bags is to market the NCUA ethics program and help make the live ethics training more memorable.

PURPOSE

Employees felt good about receiving the bags after participating in the interactive annual training and gave very positive feedback. It provides a lasting memory of the training program. NCUA also provided bags to those employees who were unable to attend the conferences, but attended our central office make-up session.

PRODUCT ADAPTABILITY

The drawstring cooler bags can be replicated by any agency with their own logo and colors and can use the same "Ethics, Don't Sweat It" slogan.

AGENCY CONTACT

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