

CAPITAL
BANK 



Capital Bank x EANGUS Fundraising Partnership

Legislative Breakfast
February 24, 2025



Capital Bank is a diversified financial services company headquartered in Maryland with nationwide digital lines of business.



Commercial

American Banker's
Top 5 Performing Banks



Mortgage

500+ 5 star reviews on
experience.com



Credit Card

1.4M Lifetime Customers

We understand the unique challenges of veteran's service organizations.

T★A★P★S



**AMERICAN
LEGION**



**WOUNDED PAW
PROJECT®**

We believe securing the home front
starts at home.

We want to help every citizen soldier fulfill their
personal mission of financial freedom.

Non-profits are in the middle of a fundraising crisis fueled by organizational and macro-economic factors.

56%

of non-profits acknowledge they don't have a donor engagement strategy

3.7%

Increase in donations year-over-through June 2024. Inflation rose at 3% over the same period.

Capital Bank provides unique products to organizations that allow them to fundraise while providing members with everyday financial services.

Capital Bank will donate to EANGUS in one of two ways at no additional cost to their members

\$1,000

For every closed loan to a National Guard Member or referral

OR

\$100

For every referred loan whose rate we are unable to match and close

How big is the fundraising opportunity for EANGUS with Capital Bank?

Mortgage Rate

1-2%

Average percent of the US population which purchase a home each year

x

Members

1M

of Active, Auxiliary and Retired National Guard Members

=

Mortgages

10,000

Potential number of mortgages obtained annually by EANGUS affiliates.

*750,000 VA loans were originated in 2024 alone.

Potential for a multi-million dollar annual fundraising opportunity just by servicing your members financial needs.

\$10,000,000

Annual Donations

How does our partnership directly benefit your members?



Price match
guarantee



Ensure your members find the best mortgage pricing whether it's a purchase, refi, or second home

Paid annual
membership



We cover the cost of their membership, or they can donate membership to a new guardsman.

Give back at no
additional cost



Members can donate to the guard without coming out of pocket

How does our partnership directly benefit your state chapter?

Expand chapter benefits



Boost retention and acquisition efforts by providing exclusive member benefits and services

Diversify fundraising



Create an additional fundraising channel just by promoting the partnership and services

Boost chapter membership



Leverage paid memberships and donations to provide incentives to grow membership



We're here to support your members from building to their credit to buying their second home and everything in between.



Credit Building & Financial Counseling

We offer free credit and financial counseling through our partner GreenPath Financial.

- Free webinars
- Educational resources
- 1-on-1 credit counseling

Helping your members achieve homeownership!



Down payment assistance

Our ABA Award-winning team helps members access financial assistance.

We leverage government, state, and local programs, plus offer grants for:

- Active-Duty Military
- Veterans & Surviving Spouses
- First Responders & Law Enforcement



Second homes and move up progress

Expert loan support for second homes, refinancing, and move-up buyers.

Top-performing branch in Rehoboth Beach, DE!

We have a comprehensive digital marketing program to drive awareness and acquisition for the partnership.

Dedicated Landing Page

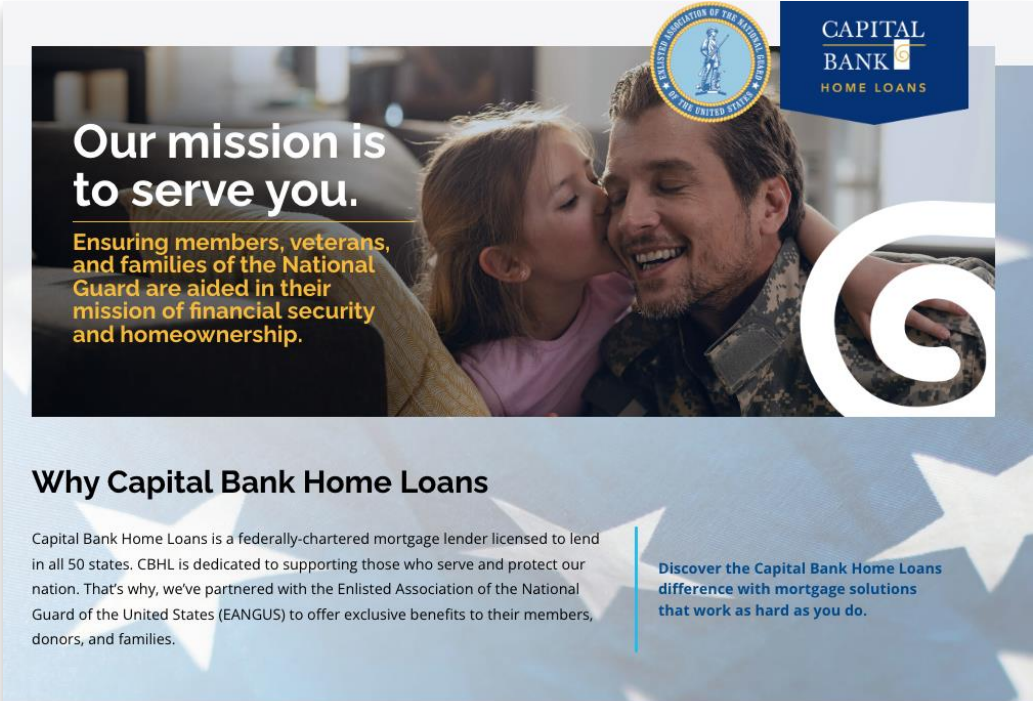
Email Marketing and Direct Mail

Free Webinars for Members

Social Media Assets

Event and Presentation Materials

Customized Chapter Outreach



Our mission is to serve you.
Ensuring members, veterans, and families of the National Guard are aided in their mission of financial security and homeownership.

Why Capital Bank Home Loans

Capital Bank Home Loans is a federally-chartered mortgage lender licensed to lend in all 50 states. CBHL is dedicated to supporting those who serve and protect our nation. That's why, we've partnered with the Enlisted Association of the National Guard of the United States (EANGUS) to offer exclusive benefits to their members, donors, and families.

Discover the Capital Bank Home Loans difference with mortgage solutions that work as hard as you do.

Build You and Your Family a Brighter Future with Capital Bank Home Loans

Check out these exclusive benefits and explore how they may help you and your family save money.

We are already getting positive feedback from your members.

I would like to take a moment to express my sincere gratitude to you and your team at Capital Bank for your exceptional support in securing our VA home loan. We were in the process of purchasing a home and had already been approved with another lender when we came across Capital Bank through the EANGUS Minuteman Update. After deciding to compare options, we were not only impressed by Capital Bank's competitive rates, but also by the outstanding level of customer service you provided. Given our tight deadlines, the consistent communication and reassurance from you and your team were invaluable in making the process as smooth as possible.” - John P., MSG, USANG Ret.

Let's talk next steps.

1

Connect with us

Schedule a chat to discuss how we can activate your chapter and discuss your fundraising goals.

2

Set targets

We'll work together to identify goals and opportunities based on the demographics of your chapter.

3

Develop a plan

We'll prepare a communications plan and materials for you to get the word out to your members.

Contact



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