

Future-Proofing CRA & UDAAP Compliance Through Gen Z Engagement

As scrutiny around Community Reinvestment Act (CRA) compliance and UDAAP risks increases, financial institutions face growing pressure to demonstrate impact and intent in their outreach strategies. One powerful way to address these challenges is by leveraging financial education to engage Gen Z, a demographic underprepared to navigate key financial decisions.

In [EVERFI's on-demand webinar](#), *Next-Gen Engagement: Winning Young Adults through Authentic Marketing and Financial Education*, Jenny Hoffman, Head of Marketing at EVERFI, and Kelvin Luster, Sr. Vice President / Community Development Director at Home Bank, explore how financial institutions can deepen connections with Gen Z through targeted financial education. This approach not only helps meet CRA requirements but also actively mitigates risks and strengthens compliance.

Despite growing up in a digital-first world, Gen Z lacks essential financial literacy, with a significant gap in managing personal finances. A key statistic from the [State of Financial Literacy](#) report highlights the challenge: 76% of high school juniors and seniors feel unprepared to complete a Free Application for Federal Student Aid (FAFSA), which is critical for securing college loans. With rising student debt and increasing housing costs, young adults are vulnerable to poor financial decisions.

This gap presents an opportunity for banks to meet evolving CRA expectations. The new CRA final rule (effective in 2026) emphasizes transparency and accountability in demonstrating community impact. By embedding financial education into outreach efforts, banks can meet CRA goals, build brand loyalty, and reduce reputational and regulatory risks.

EVERFI has already helped Home Bank meet two of the three CRA performance test requirements through its online learning tool. By engaging 22 active schools across Louisiana, including those serving low- to moderate-income (LMI) communities, the

initiative reached 6,964 students and delivered 24,809 hours of learning. This not only enhanced Home Bank's CRA performance but also provided valuable data on community impact — the type of insight that is becoming essential under the new regulatory expectations.

This webinar offers more than marketing strategies — it's a practical guide for strengthening community engagement while mitigating risks. Financial institutions will learn how to incorporate financial education into their CRA efforts, positioning themselves as trusted partners for Gen Z while ensuring compliance.

[Watch now](#) to discover how financial education can drive your institution's success and foster stronger relationships with the next generation of customers.

For additional insights into enhancing your CRA strategy, download **[EVERFI's white paper](#)** on leveraging CRA activities to create value for both your bank and the communities you serve.