

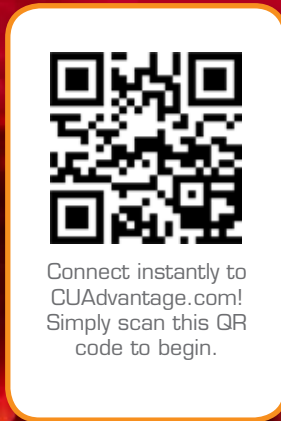


SERVICES

- Design | Copywriting | Printing
- In-house Direct Mail Coordination | Newsletters | Brochures
- Postcards | Banners | Posters | Email Marketing
- Branding | Promotional Products

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- Don't Tax My Credit Union Meet Heather! Our Newest Team Member
- International Credit Union Day Compliance Corner: Can-Spam - There's more to email marketing...
- Design Your Website For the "Researcher" not the "Reader" Client Spotlight: NARFE Premier FCU



Connect instantly to CUAdvantage.com! Simply scan this QR code to begin.



THURSDAY, OCTOBER 17, 2013

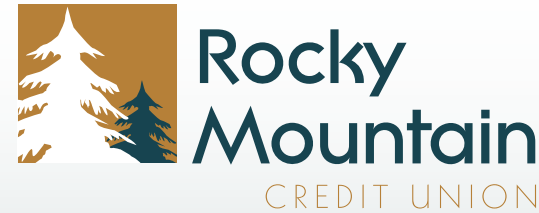
Let's commemorate the unity and support that credit unions provide families, communities and nations. This year's theme for International Credit Union Day is "Credit Unions Unite for Good." Celebrate the cooperative spirit by helping spread the word about all the good that credit unions do locally and globally.

CELEBRATION IDEAS:

- Host a "meet and greet" between members and credit union staff.
- Offer an exclusive loan rate, or other special offer, for members who get a new loan.
- Teach younger members about the credit union philosophy, the difference between credit unions and banks, and what it means to be credit union members.

Throughout all challenges, credit unions have persevered and discovered ways to deliver superior member service. As a credit union partner, we're happy to be a part of the credit union difference in helping all credit unions achieve their goals. So whether you have already made plans or need help getting prepared for International Credit Union Day, please don't hesitate to contact us at solutions@cuadvantage.com or call 877.799.0784.

2013 CUES Golden Mirror Award Winner



Congratulations to Rocky Mountain Credit Union on winning a 2013 CUES Golden Mirror Award for their new logo. The creative teams of CUAdvantage and RMCU collaborated to design the new, innovative logo, which produced a refreshing perspective on RMCU's image.

If you're interested in a new name, logo, or a simple update to your current brand, please speak with us. We've supported several credit unions with their brand transformations. Please let us know how we can help meet your marketing needs.

LET'S GET THE BALL ROLLING!



Communication Materials from CUAdvantage

THE CREDIT UNION COOPERATIVE NEEDS OUR HELP.
Let Congress know, "don't tax my credit union!"

CUAdvantage can help with professional communication materials, including:

EMAIL MARKETING - Send a personal email message to your membership asking them to visit the "Don't Tax My Credit Union" website to send a message to lawmakers.

INSERTS - On one side, highlight the benefits of credit unions, including the ability to offer consumers approximately \$8 billion dollars per year in lower loan rates, higher savings rates and lower fees. On the other side, include simple instructions that show members how they can contact lawmakers and support the "Don't Tax My Credit Union" movement.

POSTCARDS - Mail a message to your membership asking them to visit the "Don't Tax My Credit Union" website to send a message to lawmakers.

Decorate your lobby with posters, your website with graphics, and don't forget your digital display! We can format the special "Don't Tax My Credit Union" graphics to your project.

Contact your CUAdvantage representative and let us know how we can help you inform your membership.

As a full-service marketing company, CUAdvantage Marketing Solutions specializes in the credit union industry. Whether it's a quarterly newsletter or a corporate identity package, we'll create a look that complements your image and informs your membership. We are committed to giving each and every credit union their own identity and custom-designed marketing materials. Our graphic designers pride themselves in creating new and innovative pieces, while our copywriting puts your ideas to work. If you've got an idea that you'd like to bring to life, call us today or send us an email.



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main office



Design your website for the “Researcher” not the “Reader”

A key difference between readers of printed pieces and readers who go online is that, more than likely, online readers’ primary objective is researching for a purpose rather than leisurely reading. So as you design and redesign your website(s), remember these points:

- On a typical webpage, readers read only about one-fifth of the content.
- The more words on a webpage the fewer number of words readers are likely to actually read.
- Clarity and conciseness, which is advisable in all communication, is even more important when you write for the web. Rather than paragraphs of text, like in some print materials, break up content into small blocks of information and use headings and subheadings.



Do you know why consumers visit your website? Is it because you support local community events? Or is it because you have loan rates that are lower than the big bank in town? In order to discover your greatest purpose to your members, sometimes it is helpful to email them, ask, and review the comments you receive. The direct feedback can help you grow.



2014 Holiday Closing Posters

Available to order today!
Submit your order, and be ready for the year well ahead of time!

Standard Size: 8.5x11 **Price:** \$5.00 each

Other sizes with pricing are available. Add closing hours and customize the dates as you need. Please contact your CUAdvantage representative for more information.

Meet Our Newest Creative Team Member:



Heather Worden

Heather is a recent graduate of Saginaw Valley State University. She is eager to put her graphic design knowledge to work on all the projects she’ll have the opportunity to work on at CUAdvantage. She enjoys spending time with her family and friends but has embraced her “media junkie” tendencies and enjoys music, TV, movies, and surfing the web. Some friends even refer to her as a walking movie database! **Welcome, Heather!**

COMPLIANCE CORNER

CAN-SPAM:

There’s more to email marketing than meets the eye.

Similar to printed marketing pieces, email marketing has its own set of compliance guidelines. Defined by the Bureau of Consumer Protection, the CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have you stop emailing them, and explains the consequences for not complying with the law.

If you’re thinking about getting started with email marketing, here’s a simple checklist to follow. Remember we’re a click or a call away if you have any questions.

Make sure the names associated with the email addresses you have:

- are customers, members or subscribers;
- have signed up, or otherwise, asked to receive your emails;
- have purchased a good or service from you in the past 18 months.

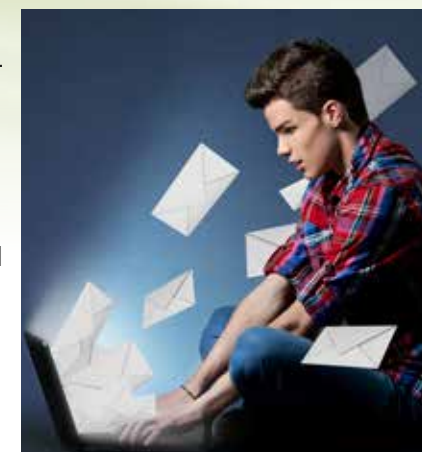
NOTE: You may NOT email any address that has been purchased, rented, appended, harvested or in any way obtained from a third party or without the email address owner’s awareness and permission. In addition, you may NOT email any address that was initially obtained more than 18 months ago and has not received any correspondence from you since that time.

Other requirements of the CAN-SPAM Act include:

- Don’t use false or misleading header information.
- Don’t use deceptive subject lines.
- Identify the message as an ad.
- Tell recipients where you’re located. (The message must include your valid physical postal address.)
- Tell recipients how to opt out of receiving future emails from you.
- Honor opt-out requests promptly.
- Monitor what others are doing on your behalf.

Please visit www.business.ftc.gov for information about CAN-SPAM compliance. For more information about email marketing, please contact your CUAdvantage representative or visit our website www.cuadvantage.com.

CUAdvantage leverages compliance information we obtain through research. In order to make sure compliance is met, we encourage you to consult your personal compliance contact.



client spotlight

CUAdvantage has been designing, printing and mailing our member newsletter for several years now. Their team is extremely professional and easy to work with.

CUAdvantage designs lobby posters, inserts, ads and web graphics, to name a few, for our marketing campaigns. The designers at CUAdvantage know the “look and feel” we like and they create designs that coincide with our style guide. We are so pleased to have such a great relationship with an all-in-one vendor who is able to produce quality work in a very timely manner.

Christine Sparks

Marketing Coordinator • NARFE Premier Federal Credit Union

