

In This Issue:

Marketing Excellence Recognized
 Spring Clean Your Image
 Rock and Roll: Financial Literacy
 Design Tip
 Writer's Block

May is Direct Deposit Month
 Compliance Corner:
 Privacy Policy Model Form
 Client Spotlight:
 Downey Federal Credit Union

SPRING 11



Marketing Excellence RECOGNIZED

We are honored to have collaborated with these two CUAdvantage clients, who were recognized by their peers and professionals for their excellence in marketing.

BELLWOOD FEDERAL CREDIT UNION received a marketing award from the CUNA Marketing Council for their "hard hat" financial literacy campaign.

WYANDOTTE FEDERAL CREDIT UNION was recently awarded a CAMEO award for their "hit a homerun" VISA Credit Card campaign.

We would love to hear about your success stories, too! Please provide us with your feedback about your CUAdvantage marketing projects.

"Spring Clean"

Your credit union image with our Corporate Identity package

Turn to CUAdvantage for a professional, coordinated corporate identity package including logos, business cards, letterhead and envelopes.

You can spell out exactly what you want, or describe your goals in more general terms and leave the creativity to us!

Define your image with an eye-catching logo.

Reinforce your brand with matching materials.

Upgrade to a new level of consistency and quality.

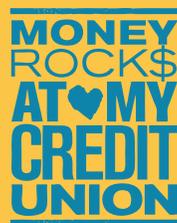


Rock and Roll

During Financial Literacy Month

Financial literacy awareness is gaining popularity in media, schools, and homes across the nation. It is not only important for adults, but children should spend time learning about money so when they're older they hold a solid understanding about what it takes to be a financial superstar.

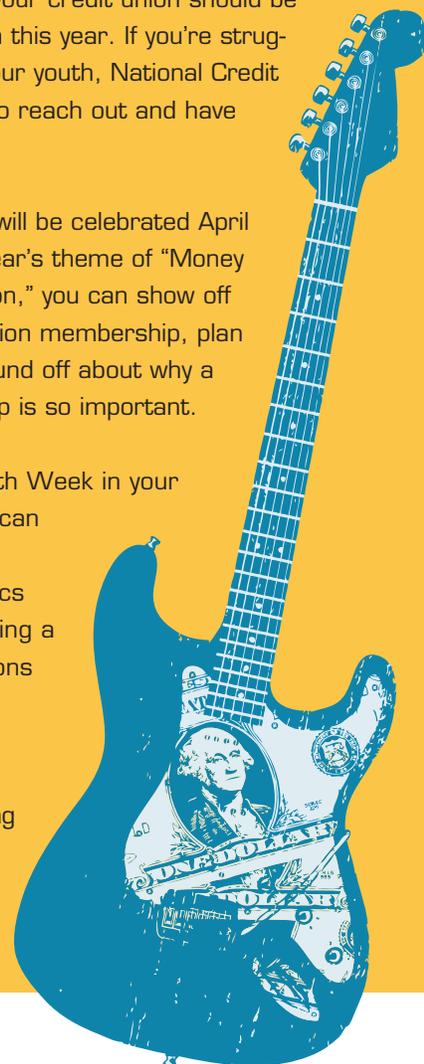
Since your young members are the foundation of your credit union's future, connecting with the youth of your credit union should be at the top of your business to-do plan this year. If you're struggling to develop a relationship with your youth, National Credit Union Youth Week is the ideal time to reach out and have them notice you.



This year, Youth Week will be celebrated April 17-23. And with this year's theme of "Money Rocks at My Credit Union," you can show off the benefits of credit union membership, plan a fun family event or sound off about why a credit union membership is so important.

Be sure to include an article on Youth Week in your upcoming newsletter! CUAdvantage can provide the copy for you, as well as youth-oriented articles on timely topics including budget management, starting a savings account, and why credit unions are different than banks.

We can help revolutionize your classic credit union into a current chart-topping hit! Just let us know what you'd like to accomplish and we'll handle the rest.



Design Tip

Proofreading Goals of Graphic Design

Get the most out of your design by practicing these techniques:

Text and graphics balance

They say too much of a good thing is bad. A text-heavy poster will more than likely not get read, and using lots of pictures doesn't convey your complete message to your audience. A healthy balance of both text and graphics will keep your message professional and fun.

Error-free spelling and grammar

It is embarrassing and a big turn-off for readers when they notice a misspelled word or misplaced punctuation. When in doubt, consult your favorite dictionary or grammar guide.

Others see it the way you do

It's always helpful to have more than one set of eyes review a project before it is finalized. If you get the result you desire, you know the message is clear.

For more tips and tricks of the trade, connect with us on Facebook and Twitter or just give us a call.

We're here to help!



May is Direct Deposit Month

This spring is the perfect time to remind your members about all the benefits and convenience of direct deposit. Explain how easy it is with an insert, newsletter article, teller window poster, email blast or web graphic. For even more communication ideas contact your CUAdvantage Representative.



WRITER'S BLOCK

It's All Greek: A Rhetorical Examination

As marketing professionals, we create arguments using creative advertising to persuade our members to take part in our services. We can break down how it all works by examining the appeals or ethos, pathos and logos.

- Ethos refers to the credibility of the author or speaker.
- Pathos examines the emotional appeal of the argument.
- Logos studies the logic of the argument.

How the appeals are collected and presented bring an argument to life. By the way, do you know you have a personal team of professionals who work through this daily?

Next time you start a project and it seems "greek" to you, just contact us. We'll be happy to help you sort out your thoughts to determine just the right angle to use in order to get the best response from your audience. It's what we love to do!



Privacy Policy – New Model Form

As easy as 1-2-3? Yes, it is!

Don't forget, starting this year your credit union privacy policy must be a stand-alone document. CUAdvantage can help you meet the new "safe harbor" standards.

1. Complete the fillable PDF Model Form that fits your credit union. To access the fillable PDF Model Forms go to www.federalreserve.gov/bankinfo/reg/privacy_notice_instructions.pdf
2. Once you've finalized your new privacy policy, send the file to us.
3. We'll send you a proof to approve, and then go to print!

General characteristics of the new safe harbor privacy policy:

- Consist of two pages either printed on one sheet (front and back) or on two sheets of paper. If additional information is needed, it may extend to three pages.
- Use minimum 10-point font and sufficient line spacing to achieve easy readability.
- May include the credit union logo in color on any page if it does not interfere with readability.
- Layout in portrait orientation with the size meeting the layout and minimum font size requirements, with sufficient white space at the top, bottom, and sides of content.
- Print on white or light-colored paper with black or other contrasting ink color.

General layout according to the new model form:

PAGE 1

- Last revised date in upper right-hand corner
- Title
- Key frame ("Why?, What?, How?")
- Disclosure table ("Reasons we can share your personal information")
- *As needed, for forms with the opt-out option: "To limit our sharing" box*
- "Questions" box for contact information
- *As needed, for forms with the mail-in opt-out option: "Mail-in opt-out" form*

PAGE 2

- Heading of "Page 2"
- Frequently Asked Questions ("Who we are & What we do")
- Definitions
- *As needed, for forms that need to include state and/or international privacy law information, and/or acknowledgement of receipt form: "Other important information" box*

For a complete explanation of verbiage options and Model Form instructions, connect to the Federal Register Vol. 74, No. 229, Tuesday, December 1, 2009 Rules and Regulations document at http://www.ftc.gov/privacy/privacyinitiatives/PrivacyModelForm_FR.pdf

Simplify your privacy policy needs with our 3-step process. Call your CUAdvantage Representative for more information or contact us through www.cuadvantage.com.

CUAdvantage leverages compliance information we obtain through research. In order to ensure compliance is met, we encourage you to consult with your personal compliance coordinator.

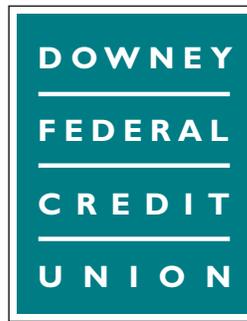


Over the course of my four plus years at Downey Federal Credit Union, I have used CUAdvantage as my newsletter vendor. Mike and his team have changed the mast head, re-designed our look, accomplished last-minute changes, and have scheduled on-time delivery to our mail house each month. They are reliable and creative, characteristics that I admire in a vendor.

At the beginning of 2011, our credit union decided to launch a new loan campaign with amazing rates that we needed to promote. When I told Mike what I wanted, and also stated that we needed to be more personal and emotional, he and his team came up with a unique look and feel to the campaign. I am happy to say that the results have been better than expected, with members coming in to the credit union, actually asking for the loan by name. We have had good results with this new, fresh approach to our marketing.

I am happy doing business with CUAdvantage, a business partner that I can count on for standard marketing, as well as "out-of-the-box" marketing.

Marianne Noss, Marketing Manager
Downey Federal Credit Union



*Count On Us
Through All
Stages Of Life*

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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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