



Branding | Promotional Products

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WINTER 13

As a full-service marketing company, CUDAvantage Marketing Solutions specializes in the creative 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.



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BUILD
TRUST
WITH Onboarding

An effective onboarding program can help new members start their new financial relationship off on the right foot and feel welcomed. For starters, here are a few key objectives to keep in mind to help shape your creative thinking as well as specific ways CUAdvantage can help.

DEVELOP A PROGRAM THAT SHOWS YOU CARE.

- Within days of a new account opening, be sure to send a “thank you” message. CUAdvantage can create a custom-designed email, note cards and envelopes. If you like, we can match the design closely with your brand.
- Create product-specific communication materials. For instance, request a design that includes a VISA application within your mailer so members can complete the necessary information and return the completed form to the credit union.

UNDERSTAND THAT ALL MEMBERS ARE CREATED DIFFERENTLY.

- Think of each communication as a new beginning. Present the message – the special offer, new program introduction, etc. – and review the important details. Remember to include a call-to-action so members know what their next step should be. CUAdvantage can help you tailor your content and design in order to achieve a favorable outcome.
- Different programs will drive different members to sign up. CUAdvantage can help you create the content for your communication materials; however, content alone is not as effective as content that's presented within a structured process (a.k.a. a plan).

Contact your CUAdvantage representative for details and get your program ready to start with the new year!

Ready to put together your annual report?

From multi-page booklets to single-page memos, we can help you produce the documents you need to complete your annual meeting. *(Please let us know if you'd like any promotional products, too. We can help!)*

WINTER 13

Fight Through the Furloughs

Let your members know you will help them survive.

Showing that you are able to provide financial assistance to credit union members is important during these tough times. In addition to direct financial support, like low rate loans, lines of credit and skip-a-payment programs, be sure to inform them about any exclusive partnerships with financial or money management counselors. As a credit union supporter, we'd love to help you communicate to your members. Here are a couple ideas to get started:

- *Create a special “survival” postcard or email blast to send to all members informing them of loan specials and how credit union assistance will help during and after furloughs.*
- *Host an information seminar for face-to-face interaction and invite members to attend to learn about all the assistance credit unions can provide. Remember to send out invitations beforehand to attract attendees.*

Let's unite for good and survive successfully. To discuss ideas with a representative or to get your project started, please visit www.cuadvantage.com, send a message to bigideas@cuadvantage.com or call **877-799-0784**.

CUAdvantage/UPS Holiday Schedule

Holiday	CUAdvantage	UPS*
Christmas Eve Tuesday, December 24	OPEN	Normal delivery service. Pick up of UPS Air & International packages only. (Must be pre-arranged by Monday, December 23.)
Christmas Day Wednesday, December 25	CLOSED	No UPS pickup or delivery services.
Monday, December 30	OPEN	Normal pickup and delivery services. NOTE: This is the last day to ship UPS Ground until Thursday, January 2, 2014.
New Year's Eve Tuesday, December 31	OPEN	No UPS Ground pickup or delivery services. Delivery of UPS Air & International packages only. Pickup of UPS Air & International packages if pre-arranged by Monday, December 30.
New Year's Day Wednesday, January 1, 2014	CLOSED	No UPS pickup or delivery services.

*Subject to change based on UPS.

Erin Joins Our Creative Team!



Erin Lucido is the newest member of our creative team at CUAdvantage. Erin discovered her passion for graphic design early in high school when she was a member of the yearbook staff. From there she has developed her talent and

has accomplished many personal and professional designs.

Outside of the workroom you can find Erin organizing plans for her upcoming wedding, enjoying a good cup of coffee, listening to Keith Urban, or baking. She loves baking cupcakes from scratch and experimenting with different homemade recipes.

Welcome, Erin!

Hello, Montana!

It's nice to meet you, again.

As your representative, I am excited to partner with you more closely and assist you with your marketing efforts. Please feel free to contact me for price quotes, to discuss your plans and ideas, or for anything more you need to help you achieve your goals.

megan@cuadvantage.com
877-799-0784



Happy Holidays to You and Yours!

Your CUAdvantage family wishes you, your credit union team, family and friends a very Merry Christmas and Happy New Year! We look forward to working by your side in 2014 and for many years to come.

We'll be sharing some holiday fun in the near-future. Be sure to "like" us on Facebook to celebrate the holidays with us in a special fun animated way.

Spotlight on CUAdvantage Service: EMAIL MARKETING

Instead of hearing the good news from us, here are some words from credit union peers who have experienced success and continue to use our email marketing service.

"Email blasts are the fastest and most cost-effective way to connect with your members. You promote yourself as a green leader and have the ability to communicate directly with members whenever you wish. Email provides you the most direct line of communication for conversion to sales."

Tina
VICE PRESIDENT OF
MARKETING & BUSINESS DEVELOPMENT
Partners Financial Federal Credit Union, Virginia

PFFCU develops an average of 3 to 4 email messages to be blasted each month. The subjects range from promotions to important account reminders.

"Email is a powerful tool available to marketers! I love adding it to a campaign because it is an affordable way to communicate with members and build relationships. Setting up an email campaign is easy and the great advantage over direct mail is that it provides an immediate delivery. You can personalize the emails and also generate traffic to your web-site. Another benefit is the results of an email campaign are also easily measured. Overall, it can single-handedly improve the ROI on a campaign by adding email communication."

Bethany
VICE PRESIDENT OF MARKETING
Catholic Federal Credit Union, Michigan

CFCU blasts weekly email messages to welcome new members and to assist in the marketing of special promotions.

Email marketing is a quick and easy way to communicate. But don't forget who your audience is — your members. If the majority of your membership still prefers hard-copy material, perhaps it would be better to send a direct mail piece along with the email blast. At CUAdvantage, we are capable of putting together both email and direct mail marketing campaigns right here in house. For more information about these or all of our marketing solutions, please contact us at **877.799.0784** or visit us online at www.cuadvantage.com.

CUAdvantage will be on the move soon!

We're excited to inform you that we'll soon be relocating to a brand new building, right here in Saginaw, Michigan, in early 2014. Even though our new building is not quite complete yet, we're all looking forward to the extra legroom. More details will be shared as soon as the moving day is determined.

Thank you for helping us make our move happen.

Thank you to all of our CUAdvantage supporters, friends, and our clients who feel like our extended family. We would not be able to move forward with such positive momentum if it wasn't for you. We are truly grateful and so privileged to be your marketing partners.

2014 Holiday Closing Posters

Order holiday closing posters today, and be ready for the entire 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 CUAdvantage for more information or to place an order.

