

Collaborative Marketing Contest

May 2009



Email Address Contest!

CU*Answers is pleased to offer another collaborative marketing contest. Back by popular demand this contest is designed to help CU*BASE clients update member personal information, by offering an incentive to members who provide their email address. One Garmin GPS Navigation System will be awarded to one winner selected by a random drawing from all member email addresses collected during the contest entry period by participating credit unions. **Credit unions who participated the last time we ran this contest experienced an average increase of 213%.**

Benefits of Participating

This contest is an opportunity to update your member records to include their email address. You gain a valuable point of contact and your members will be excited by a chance to win a prize. Collecting email addresses will also position your credit union for better participation of your members enrolling to receive E-Statement and E-Marketing your services via email. All accounts that enter a new valid email address during the contest period are automatically entered in the contest and will have a chance to win a Garmin GPS Navigation System. And it's all so easy. **We do all the tracking for you.**

Best of all, by using CU*Drive pre-designed marketing materials, it will be easy to participate and promote this program to members. Simply complete and return the Credit Union Participation Form on the back of this flyer and place your order for desired lobby posters and statement inserts/entry forms. You'll be on your way! CU*Answers Web Services Team has also designed a banner ad for your Credit Union web site announcing this promotion with a link to the details and contest rules.

Costs

CU*Answers will supply one (1) Garmin GPS Navigation System for the Grand Prize. Members from all participating credit unions will be eligible for this one prize. You may purchase lobby posters and statement insert/entry forms at cost. Design and layout of marketing materials is already complete.

Four-Color Insert/Entry Form:	2,500	\$442.00
<i>You may order any quantity</i>	5,000	\$469.00
	7,500	\$509.00
	10,000	\$539.00
	15,000	\$605.00

Lobby Posters 8.5" x 11":	First	\$ 10.95 ea.
	Add'l	\$ 2.50 ea.

Note: You can order any quantity. Pricing does not include tax, shrink wrapping, or shipping cost.

An Added Bonus!

The members of Member Reach Client credit unions will receive an online banking message about the contest!

BENEFITS

COST

GETTING STARTED

CONTEST RULES

SAMPLE INSERT

PARTICIPATION &

ORDER FORM

*These prices are examples of what you would pay on your own. They will be significantly reduced by combining orders of all participating CUs.

Getting Started

1. Complete and return the Credit Union Participation form found on the back page of this flyer.
2. Place your order for any marketing materials needed.
3. Inform your staff and find ways to get them excited.

Official Contest Rules


1. This contest is open to members of a participating credit union who are 18 years or older and legal residents of the United States at time of entry. Employees of CU*Answers and employees of CU*Answers credit unions and their immediate family members are not eligible.
2. Eligible members of participating credit unions may enter the contest by:
 - a) Submitting their email address to a Credit Union employee who enters it in CU*BASE;
 - b) Completing and returning an official entry form to a participating credit union where a staff member will enter it in CU*BASE; or
 - c) Entering their email address via Online Banking using the “My Personal Information” button under the “Preferences” tab.
3. All entries received from June 1, to July 31, 2009, will qualify and be entered into the drawing. All entries become the property of the credit union, will not be returned, and are subject to verification. Limit one entry per member account.
4. The winner will be selected by a random drawing to be held on or about August 1, 2009 from qualified entries received.. The drawing will be held at CU*Answers at 6000 28 St SE, in Grand Rapids, MI, by CU*Answers staff members. The winner will be notified by email, mail or by telephone. The number of qualified entries will determine the odds of winning. If the winner cannot be contacted or does not respond in 45 days, the winner will be disqualified and a substitute winner will be randomly selected fro the remaining entries.
5. One (1) Grand Prize Winner will receive one Garmin—Nuvi 765 GPS Navigation System (retail value \$499.99). The Grand Prize is provided by CU*Answers . No substitution or transfer of prizes will be allowed. CU*Answers reserves the right to substitute a prize of equal or greater value.
6. The Grand Prize will be provided directly to the winning member’s credit union for delivery to the winner. CU*Answers assumes no responsibility in relation to these prizes.
7. Winners may be required to sign an affidavit of eligibility and a publicity release. Failure to comply may result in forfeiture of the prize and the awarding of the prize to another individual.
8. All decisions of CU*Answers in applying these contest rules will be final.
9. CU*Answers is not responsible for lost entries, misdirected entries, undelivered or late entries, computer or internet problems, hacking, viruses, technical or other issues beyond the reasonable control of CU*Answers.
10. No purchase is necessary to enter this contest.
11. Void where prohibited by law.

*To request the winners list, send a self-addressed, stamped envelope to CU*Answers, Attn: CONTEST, 6000 28th St. SE, Grand Rapids, MI 49546.*

Sample Insert

Win A New GPS Navigation System!

Give Us Your
Email Address
for a Chance
to WIN a
New Garmin
GPS Navigation
System!



Three Easy Ways to Enter . . .

Name: _____

Account Number: _____

Email Address: _____

CU Entry Verification: _____ Date: _____

1. Submit your email address to any CU Staff member
2. Complete and submit this Entry Form to your CU
3. Enter your email address in It's Me 247 online banking using the "My Personal Information" button under the "Preferences" tab

One winner will be selected on or about August 1, 2009, by a random drawing from all qualified entries received by a participating credit union between June 1 and July 31, 2009. The winner will receive one (1) GPS Navigation System. No purchase necessary. See your credit union for complete contest rules. Void where prohibited by law.

Things to Consider

- Send these inserts out with your May 31, Statements, your June 30, Statements, or both!
- Remember to order enough for your front-line staff to use to encourage members to participate.
- Consider collecting completed entries internally and offer an incentive to the staff member who collects the most email addresses.



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CU*ANSWERS
A CREDIT UNION SERVICE ORGANIZATION

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Email Address Collection Contest

Participation & Marketing Material Order Form



- Yes, my Credit Union will participate in the CU*Drive contest for collecting member email addresses.
- To participate in this program and take advantage of the collaborative group pricing, we understand we must complete and return this form to CU*Answers **no later than Monday, May 11, 2009.**
- We will complete our CU*BASE statement instructions by the 10th of each month that we include the contest inserts and will use the name **Email Contest** for the inserts.
- My credit union is a Member Reach client and would like our members to receive an online banking message.

Credit Union Name: _____

Email: _____ **Phone:** _____

Print Name: _____ **Title:** _____

Authorized Signature: _____ **Date:** _____

To Order Marketing Materials -

- Insert to May 31, 2009 Statements **Quantity** _____
- Insert to June 30, 2009 Statements **Quantity** _____
- For Credit Union Lobby Use **Quantity** _____
- Total Insert Order** **Quantity** _____
- Posters 8 ½ x 11 **Order Quantity** _____

Website Instructions

To add a link to your website, simply contact our web services team at web_services@wesconet.com. If CU*Answers hosts your website and request this link for your website. For those who host elsewhere, you can go to <http://webservices.wesconet.com> for details on how to add this link to your site.

Shipping Instructions:

- Ship to Sage** **Quantity** _____
- Ship to Credit Union** **Quantity** _____ **Attention** _____
- CU Shipping Address** _____
- _____
- _____

- Ship to Other Statement Processor**
- Quantity** _____ **Attention** _____
- Processors Shipping Address** _____
- _____

Please return completed form to **CU*Answers, Attn: Melinda Haehnel, Fax 616-285-5735**
no later than Monday, May 11, 2009