

Marketing
with

style



Summer 2020

IN THIS ISSUE:

We're Open, Just Like You



Quarterly Newsletters
and E-Newsletters



You're There for Your Members.
We're Here for You.



Put a Friendly Face
on Social Distancing



Get IN the INBOX



July 2020 Idea Sheet

QUARTERLY NEWSLETTERS & E-NEWSLETTERS

**Tell Us What You Want
and We'll Make It Happen!**

An excellent source to feature special promotions, financial tips and tricks, products and services, and the latest credit union news, quarterly newsletters can be printed and mailed or sent directly to your members' inboxes. Simply choose which newsletter article topics you'd like to include from our ready made list of ideas on the next page, provide your own, or tell us what you want. We'll take it from there – it really is that simple!



We're Open, Just Like You

Like you, CUAdvantage has remained open throughout these unprecedented times. Our staff has continued to work diligently to help you keep your operations running as smoothly and normally as possible. And now, as we face the long-term need for social distancing, we want you to know that we understand your need to stay closely connected to your members. As their trusted financial partner, your members are watching and waiting for you to reach out to them at their time and place of need.

As these times bring people closer to their homes, the channels for reaching your members have expanded from face-to-face communications to online and mobile channels, as well as email and even hands-on mail, creating a wide expanse of opportunities to show your support. Are you wondering how CUAdvantage can help?

IF YOU CAN IMAGINE IT, WE CAN HELP YOU CREATE IT!

- Full-Scale Campaigns
- Newsletters
- Email Marketing
- Banners
- Postcards/Letters
- Promotional Items
- Posters & Flyers
- Onboarding
- Special Projects
- Window Signage
- Web Content
- And More!

Give us a call at 877.799.0784 to learn more about all we have to offer
and to make a plan for connecting with your members today.

You're There for Your Members.

We're Here for *You!*

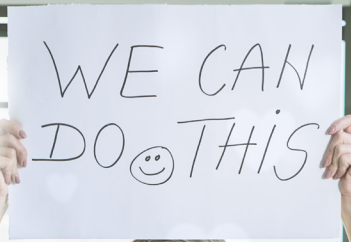
As a financial cooperative, your desire to help your members, especially in times of need like we are experiencing now, is high. You know you have financial tools and resources to help your members get through the difficulties that present with time off work, sickness, and even job loss. Now, it's time to make sure your members know about them too.

Helping you reach your members is our priority. Whether you're promoting special loans, allowing members to skip or defer payments, waiving overdraft and late payment fees, or offering other types of assistance, CUAdvantage is here to work with you and help you show your members all you have to offer.

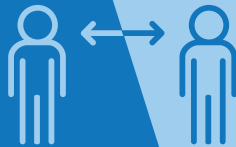
Some things to consider when determining how to reach your members:

- What are your members' most obvious needs right now?
- What tools, resources and products do you have to assist your members through this specific time?
- Are you offering any special products or promotions for this time of need?
- Which members and/or potential members can benefit most from these products?
- What is the most effective way to reach your members and potential members?

It may be a time of uncharted territory, but we're here to help. Give us a call to chat about these questions and to determine your credit union's specific marketing needs.



Put a **Friendly Face On**



SOCIAL DISTANCING

Whether your lobbies have temporarily closed or have remained open, now is the perfect time to get your social distancing signage designed, ordered and ready to post. From keeping a six foot distance from others to calling the Credit Union before visiting in person, we can help you create bold, yet friendly signage to visually remind members and employees to work together in staying apart and staying healthy. Choose from our collection of ready-to-go designs or work with your Client Representative for a tailored look.

- Window Clings
- Posters
- Floor Decals
- Teller Mats
- And More



**PLEASE STAND
BEHIND THIS LINE**

KEEP AT LEAST 6FT FROM OTHERS
THANK YOU



GET IN the **INBOX**

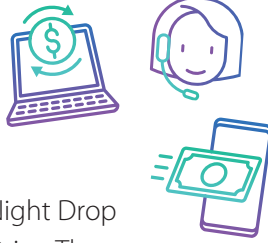


From empty to overflowing, nothing warms up an inbox quite like a friendly "hi" from a friend. So why not be the smile that visits your members' inboxes over summer break? With creative email marketing, you can be more than just another unopened, unread or deleted email – you can be the one to make your members' day with a friendly note, helpful resources, heartwarming stories, or promotional news to lighten their financial burden. Most people use email daily, and they check their inbox everywhere: while working out, eating, and even during their favorite TV show. So when it comes to connecting, nothing connects you to your members quite like their inbox.

We Are Here for You

Please select from the following features and services that support social distancing:

- Online Banking
- Mobile Banking
- Mobile Deposit
- Online Loan Applications
- Online Check Reorders
- Night Drop
- Drive-Thru
- Telephone Banking
- Other Services



Tackle Your Summer Projects

- Home Equity Loan
- Home Equity Line of Credit
- Home Improvement Loan

BE ON ALERT FOR CORONAVIRUS SCAMS



Expert Tips to Help Make Your Finances *Recession Proof*

Mortgage Rates are Down. IS REFINANCING RIGHT FOR YOU?



VISA GIFT CARDS...

It's Like Mailing a Hug!



Summer SKIP-A-PAY

A Summertime Necessity

HOLIDAY CLOSINGS

- Independence Day
Friday, July 3
Saturday, July 4
- Labor Day
Monday, September 7



Want to see the Youth Newsletter Ideas?

Visit our website at www.cuadvantage.com or our Facebook page www.facebook.com/CUAdvantageMS.

Or, scan the QR code to the right with your smartphone to download a pdf now!





CUADVANTAGE MARKETING SOLUTIONS

- Newsletters
- Brochures
- Corporate ID
- Posters
- Banners
- Email Marketing
- Social Media Strategies
- Promotional Products
- Onboarding
- Direct Mail
- Youth Programs
- Marketing Plans

WE WILL GET THROUGH THIS

Together

– Your Friends at CUAdvantage



Connect instantly to
CUAdvantage.com!

Scan this QR
code to begin.

Modern

CUAdvantage Marketing Solutions is a full-service marketing company specializing in the credit union industry. We are experienced in providing exceptional customer service and creating 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 have an idea that you'd like to bring to life, give us a call or send us an email.



bigideas@cuadvantage.com
cuadvantage.com

F X 989.799.6446 ♦ 866.799.6446
T 989.799.0784 ♦ 877.799.0784

101 N. Rodney ♦ Helena, MT 59601
**MOUNTAIN REGIONAL
VIRTUAL OFFICE**

1981 SW Park Forest Avenue ♦ Lake Oswego, OR 97034
**NORTHWEST REGIONAL
SATELLITE OFFICE**

221 Meadow Lane ♦ Franklin, VA 23851
**EASTERN REGIONAL
SATELLITE OFFICE**

5171 Blackbeak Drive ♦ Saginaw, MI 48604
MAIN OFFICE

CUADVANTAGE MARKETING SOLUTIONS

