

Marketing
with

style



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Summer 2018

Did You Know...

We're More Than *Just* a

MARKETING PARTNER?

You already know the lengths we'll go to help you create strategic marketing solutions for your credit union, but did you know we offer full-service printing solutions, too?

When we say we're here for you from concept to creation, we mean it. From newsletters and everyday mailings to posters and unique promotional pieces, we're fully equipped to create and complete every print solution you may need, right here in-house.

- ◆ Banners
- ◆ Brochures
- ◆ Change In Terms Mailings
- ◆ Disclosures
- ◆ Drive-Thru Envelopes
- ◆ Folders
- ◆ Postcards
- ◆ Pre-Approval Mailings
- ◆ And More!

Whatever your need or project, you can count on us to help you streamline the process and make a statement with the highest-quality products, every time.

TO LEARN MORE about our full-service printing solutions, we invite you to visit CUadvantage.com or give us a call at 877.799.0784. We look forward to chatting with you about your marketing & printing needs.



ADD SOME

SIZZLE

TO YOUR

Summer Promotions

Spice things up this summer by putting a new spin on your promotional ideas with bold and engaging print items and/or web content. From concept to creation, our creative experts can help you capture your members' attention and attract new membership, too. Simply contact one of our Client Support Specialists to get inspired and start talking about your options today.

3 Tips FOR Making the Most OF THE SUMMER SEASON

Summer brings out the best in everyone, so why not take advantage of the warmer months, cheery dispositions, and breaks from work and school by reaching out to your members and communities? Find new ways to engage members, connect to the community, and increase new membership with these simple summer suggestions.

- ★ **SHOW MEMBERS YOUR APPRECIATION!** Hosting a special Member Appreciation Day is a great way to make your members feel important and connect with them on a more personal level. Consider hosting a complimentary barbeque, lemonade stand, ice cream social, or weekly/monthly cookie days.
- ★ **ENGAGE THE YOUTH!** Show your young members how fun it can be to visit the credit union and save money with fun contests and special incentives—such as prizes, raffles, treats, or other goodies—just for making deposits to their account.
- ★ **GET INVOLVED WITH YOUR COMMUNITY!** Stand out from the crowd by participating in local parades or runs/walks, sponsoring a local festival, hosting parking lot movie nights, offering complimentary car washes, hosting free shred events, or sponsoring local youth sports teams.

Hello
Summer
& ENJOY



Need Help

CONNECTING

with Your Members?

We can help you start connecting with your members on a more personable and consistent basis with printed or electronic newsletters! Monthly and quarterly newsletters are a great way to communicate with your valuable members, generate leads and help your credit union grow. Plus, we're experts at creating fun and engaging content, so you can just pick through our ideas, offer your own input, and sit back while we create an appealing print that will help you connect to your members in a way that fits right into their busy lives. Ready to learn more? Visit www.cuadvantage.com or call 877.799.0784 to speak with a Client Support Specialists about the details.

Summer 2018



Summer Savings

- **Tips to Save Money on Summer Travel**
- **Free Your Summer Budget:**
 - Summer Skip-A-Pay
 - Discount Theme Park Tickets
- **Take It Easy:**
 - Summer Loan Special
 - Vacation Loan



- **The Right Formula for Back-to-School**
 - Back-to-School Loan
 - Credit Union Credit Card



Be Different. PAY LESS.

See your credit union for lower auto rates

— Be a Summer Santa:

Christmas Club
Account Reminder



— Say "YES!" to Adventure

Boat, RV, Trailer, Camper,
Motorcycle Loans

— Holiday Closings:

- **Independence Day**
Wednesday, July 4
- **Labor Day**
Monday, September 3
- **Columbus Day**
Monday, October 8



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!



Recipe for a Sweet Summer Treat

Kids

Teens

Save Up for Vacation Spending!



Class of 2018
Hats Off to Our Graduates!



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MARKETING SOLUTIONS

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

Printing
Display
Modern



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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.



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