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Congratulations on Your Award-Winning Achievements



Beach Municipal Federal Credit Union was a Diamond Award winner in the Branding/Corporate Identity category.



Park View Federal Credit Union was a Diamond Award winner for their 2010 annual report.

Virginia Educators Credit Union received a National Honorable Mention award for promoting financial literacy.



Wyandotte Federal Credit Union received a Cameo award for their VISA promotion titled, "It's a Michigan VISA Road Trip."

Congratulations on your awards and for being recognized by your peers for your excellence in professional work. We are honored to be a part of your marketing team and to be working together to help you achieve your goals.

We love to receive feedback from you. If you've won an award or have an experience that you want to share with us, please let us know.

CU Advantage Promotion Helpers

How to Spark
A Great Idea –
And Let It Shine!



When you develop an idea that's as unique as your members' needs, you need to get the word out fast. A promotion is a great way to help you organize what you want to accomplish, and at the same time, communicate clearly and effectively to your members. In order to reach your marketing goals, try a variety of our campaign elements for your next promotion. Here are just a few ideas to help you get started:

Lobby Posters – Our "standard" sizes are 8.5x11 and 22x28, but we can print any size you like. We can laminate and mount to foam core.

Statement Inserts – Since you're sending members monthly statements, why not toss in an advertisement about your promotion too?

Indoor and Outdoor Banners – Catch the eyes of all the people generating foot-traffic in and out of your office.

Direct Mail Pieces – Your members who don't frequent the credit union will know about your promotion.

Email Marketing – Your members who provide you with email addresses can receive information about your promotion instantly at their fingertips.

Digital Displays and Website Banners – We can provide coordinated artwork and promotion information for your electronic media too.

Drive-Thru Envelopes – Make these functional envelopes stylish by matching the artwork and information from your promotion.

Table Tents – This unique design doesn't take up much room, and you can ask permission to place a table tent in your neighbors' offices if you share the space in a building.

More campaign element ideas – promotional items, newspaper ads, Snapquik, statement banners, etc.

Let us know how we can best help you meet your marketing goals and become your brightest marketing partner. Please contact us at solutions@cudvantage.com or toll-free at 877.799.0784.

Do's & Don'ts of QR Codes

It's no secret that QR codes, abbreviation for "Quick Response codes," are popular marketing tools. It may come as no surprise to you that an online article indicates more people utilize a smartphone than have a college degree*. But do you know that 9 out of 10 smartphone owners use their phones as Internet portals? This makes your decision to include a QR code in your marketing an important one, to say the least!

Follow these QR code do's and don'ts as you create your next marketing project:

- **Do test your QR code to make sure it works.** Test proofs with a variety of smartphones and scanning apps before you release the code to the world.
- **Don't bore your users.** Engage users with a clear call-to-action that gives exclusive or time-sensitive access, special offers, discount coupons, or free gifts.
- **Do place your QR code where it can be easily accessed.** For example, if you put a QR code on a poster, make sure the QR code is not placed where users might have to bend over in order to scan it.
- **Don't forget your QR code on your next marketing project!**

If you have any questions about creating a free QR code or how to integrate it into your marketing, please let us know. We're here to help... and can even create one for you!

*Sarah Kessler. "More U.S. Adults Own a Smartphone Than Have a Degree." Mashable. 2005. Web. 2012 March 28.



Connect instantly to CUAdvantage.com! Simply scan this QR code to begin. Look for this QR code in future newsletters.

Megan's Workspace Tip:

Don't Procrastinate, Be Proactive – Tips for staying organized

At some point in time, I think we're all guilty of procrastination. "I need to get to that someday," is a statement that frequents conversations of the working world. But it's a fact that "someday" is not a day of the week.

As your marketing partner, we understand that balancing your administrative schedule along with your credit union's marketing can be chaotic at times. If you're struggling to organize a healthy, workable marketing schedule, please welcome a few of these organizational tips into your daily routine:

Create a master to-do list. Distractions crop up, but for the most part, you are familiar with what needs to get done daily. A master to-do list with the tasks you need to accomplish every day helps ensure you don't miss something. (Be sure to add "contact CUAdvantage" to your to-do list!)

Complete tasks in batches. Set time limits for filing, returning emails and returning phone calls. When emergencies occur you can address them, but "batching" your day will allow you to meet your small goals and establish a feeling of accomplishment.

Keep a clear, neat workspace. If your desk is a mess at the end of the day it will only add to your stress. Take time to organize the work you need to get done into piles. That way, at the beginning of each day, you'll have a clear path of what you need to complete.

Remember, we're here to help you meet your marketing goals – and deadlines! So as you begin new marketing projects, give us a call and let us help you meet your goals. It's what we do best!



Megan Major
writer and client service
representative



Changes to the Equal Housing Poster for Federal Credit Unions

With authority transfer from the Federal regulators to the Consumer Financial Protection Bureau, new text for the Equal Housing Poster for Federal Credit Unions has been created. The new text with NCUA-specific language shows the new updated address for the Office of Consumer Protection. State-chartered credit unions are encouraged to use the HUD's Equal Housing Poster.

The change is effective immediately, as of March 21, 2012,

but NCUA staff has indicated that credit unions have a reasonable amount of time to update their posters.

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.



Holly Crews
graphic designer and
facebook page admin

Holly's Design Tip:

What you need to know about Facebook Timeline for Pages

1. The cover image. (851 x 315 pixels, 399 minimum width)
Should be an image that represents your credit union.

Facebook's rules of what can't be in a cover image:

- No promotions, coupons or advertisements
- It can't be mostly text or infringe on anyone else's copyright
- No price or purchase information, such as "40% off" or "Download it at our website"
- No contact information (web, email, mailing addresses) or anything intended for your page's About section
- No references to user interface elements, such as Like or Share, or any other Facebook site features
- No calls to action, such as "Get it now" or "Tell your friends"

2. Your profile picture. (180 x 180 pixels)

Use your credit union logo since it will be the "face" of your page throughout Facebook.

3. Custom tab/app images. (111 x 74 pixels)

Tabs have now become "apps" in Timeline and your page can have a maximum of 12. The first spot is defaulted to photos, but you can choose the other three. You can also now change the image of any third party apps.



4. Highlight important posts. (843 x 403 pixels)

Highlighted posts have more emphasis and span the width of the Timeline.

5. Milestones. (843 x 403 pixels)

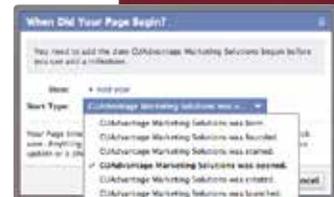
Milestones take up the full width of the Timeline and feature important occurrences in your credit union's history with a flag icon. Start by defining your "start date" and choosing the appropriate verbiage. You can then add events or change the date of posts.

6. Pinning posts.

Pinned posts stay at the top of your timeline feed for 7 days. You can only pin one post at a time. You can unpin or re-pin as needed.

Still lost or want help with your Facebook page?

View the full article at https://www.facebook.com/CUAdvantageMS/app_203351739677351 or contact me at fb@cuadvantage.com.



Enter "Timeline" in the Facebook search bar to find the "Timeline Image Cheat Sheet" page.

DID YOU KNOW?

You can incorporate your profile and cover images to make them work together! For examples go to <http://www.practicalcommerce.com/articles/3460-5-Creative-Ideas-for-Facebook-Timeline-Covers>. To download a Photoshop template go to <http://www.cuadvantage.com/resources/> and click on the link at the bottom of the page.





We first started partnering with CUAdvantage over four years ago. After many years of having to come up with our own ideas, article content and graphics for our newsletters, we decided to give them a try. It was a great relief to be able to give their team the general theme of what we would like to have in our newsletters and have them be able to run with it. They also have the ability to find information about many financial topics that we would like to have addressed in our newsletters without our having to do the research on our own.

Larry Bringedahl, Assistant Manager
Port City Federal Credit Union

Initially they assisted in creating our newsletters, but we now use them to create material for our direct mailing campaigns, lobby posters and just about all of our marketing materials. They have created some awesome direct mailing postcards for our promotions that have even earned us compliments from other credit unions in our area. With CUAdvantage they not only can create your marketing pieces but can also do the mailings for you. Our experience with the CUAdvantage team since the beginning has been a very positive one.

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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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PRRST STD
U.S. POSTAGE
PAID
CUADVANTAGE

Connect instantly to
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ideas of work