

CUSC Marketing Kit Promotional Letter & Follow-up Emails

June 30 Letter Content

RE: Launch & Leverage of the New CO-OP Shared Branch Logo

Dear Client,

The deadline for switching over to the new CO-OP Shared Branch logo is approaching, and CUSC of Alabama is eager to support you as your credit union says goodbye to the old shared branching swirl! Why? Because CO-OP's nationwide presence of its shared branch network provides members and prospective members with convenient, easy access banking throughout the nation. This is clearly one of the strongest benefits your credit union can offer. The new logo makes this benefit more visible and cohesive than ever—helping you better showcase the convenience you offer.

Saying goodbye is never easy, but we're here to help you make the process as simple as possible with two ways to order replacement signage and materials.

1. Free materials through CO-OP's [Marketing Portal](#). If you do not have access to the marketing portal, [click here](#).
2. Low-cost, co-branded materials in CUSC of Alabama's [Online Marketing Kit](#).

Why two different options for materials?

- CO-OP offers a free option for materials that announce the logo change. Your credit union only pays for shipping. This is a great way to get the message out at very little cost to your credit union.
- The CUSC of Alabama online marketing kit has a similar process to the CO-OP portal, but utilizes a more personalized approach. Our materials use imagery that your members are already familiar with, incorporate the new CO-OP Shared Branch logo, and, more importantly, offer a co-branded option for materials so that your members are visually reminded of your commitment to their financial needs and convenience. Additionally, we use local, Alabama printers when available, keeping shipping costs to a minimum.

While either material replacement option will work to your advantage in removing the swirl logo from all of your existing materials and signage, CUSC of Alabama wants our credit union clients to have access to co-branded, low-cost, easy-to-order materials. Here is your login information to the CUSC of Alabama Online Marketing Kit.

User Name:

Password:

In order to maximize the logo change efforts across Alabama and make the process of saying goodbye to the swirl a little more fun, we recommend the following timing and material replacement changes with a creative competition twist:

A Creative Competition: Say Goodbye to the Swirl!

First, come up with a symbolic way of saying goodbye to the swirl to promote to your staff and get them actively engaged in the change.

Saying goodbye can be funny: "flush" your swirl materials down the toilet. Saying goodbye can be dramatic: "shred" your swirl materials in a shredder. Saying goodbye can be serious: "bury" your swirl materials with a burial service.

However you decide to say goodbye, we want to hear about it, see it, and say goodbye with you. Each month, CUSC of Alabama will feature pictures of those credit unions that have effectively said goodbye to the swirl and award a \$25 Visa gift card to a fan favorite. A grand prize will be awarded at the end of the year, so be sure to send in pictures of all your efforts over the next six months for a chance to win a \$100 Visa gift card! Email your photos to email@email.com.

Recommended Calendar

July

- Remind and educate staff about the benefits of being part of a shared branching location and launch your Say Goodbye to the Swirl campaign.
- Update your website with new locator link, www.co-opsharedbranch.org.
- Change any promotional web banners and/or content, available in both marketing kits.

August

- Update your lobby signage, posters, static clings, table tents, locator cards, and brochures.
- Include the Find Branch App for smartphones information for your mobile members.

September

- Update your street signs, building signs, ATM(s) labels, and drive-thru signage.

October

- Send a statement stuffer to your members.
- Include a shared branching article in your newsletter.
- Mail a postcard to your members.

November

- Remove any additional swirl signage and materials.
- Print the My Branch Multiplied stickers and have your frontline staff distribute to your members when they come into the branch.

December

- Last chance to have all of your materials and signage updated with the new CO-OP Shared Branch logo.

Don't forget, either replacement method will help you accomplish the change requirements by the end of the year. Simply choose the [CO-OP Marketing Portal](#) or the [CUSC of Alabama Online Marketing Kit](#) and start saying goodbye to the swirl.

If you would like us to consider developing additional creative materials in the CUSC of Alabama Online Marketing Kit, [submit your request](#) via email, and we will work to determine how to best meet your individual needs. Thank you for your participation and your efforts to promote Credit Union Service Centers.

Don't forget to send your "Say Goodbye to the Swirl" pictures for your chance to win a \$25 VISA gift card and/or the grand prize. I look forward to seeing how you say goodbye to the swirl!

Sincerely,

Program Director

July 22 Email Content

With only 6 months left in the year, it's time to start saying goodbye to the swirl! No matter how you've decided to say goodbye, CUSC of Alabama is here to support you with your efforts. And, to kick off the season of change, we're awarding our first \$25 gift card to:

Michelle Walden, ASE Credit Union

Michelle was first in placing an order through the [Online Marketing Kit](#). Congratulations, Michelle!

As a reminder, we want to maximize the logo change efforts across Alabama and make the process of saying goodbye to the swirl a little more fun, we recommend the following material replacement changes:

July

- Remind and educate staff about the benefits of being part of a shared branching location and launch your Say Goodbye to the Swirl campaign.
- Update your website with new locator link, www.co-opsharedbranch.org.
- Change any promotional web banners and/or content, available in both marketing kits.

If you need your login and password to the [Online Marketing Kit](#), email password@cusc-al.com.

Don't forget about the creative competition twist! Be funny, be serious, be clever, or just simply wave goodbye. However you decide to say goodbye, we want to hear about it, see it, and say goodbye with you. Each month, CUSC of Alabama will feature pictures of those credit unions that have effectively said goodbye to the swirl and award a \$25 Visa gift card to a fan favorite. A grand prize will be awarded at the end of the year, so be sure to send in pictures of all your efforts over the next six months for a chance to win a \$100 Visa gift card! Email your photos to email@email.com.

I look forward to seeing how you say goodbye to the swirl!

August 12 Email Content

Saying goodbye is never easy, but we're here to help you make the process as simple as possible! Many of you have submitted your photos and it's been great watching the change efforts come to light. This month's \$25 gift card winner is:

John Doe, ABC Credit Union

John's _____ photo stood out among the crowd. Congratulations, John!

Let's continue our efforts maximize the logo change initiative across Alabama. We recommend the following material replacement changes:

August

- Update your lobby signage, posters, static clings, table tents, locator cards, and brochures.
- Include the Find Branch App for smartphones information for your mobile members.

[Click here](#) to login to the Online Marketing Kit.

Need your login credentials?

Email password@cusc-al.com.

Don't forget about the creative competition twist! Be funny, be serious, be clever, or just simply wave goodbye. However you decide to say goodbye, we want to hear about it, see it, and say goodbye with you. Email your photos to email@email.com.

I look forward to seeing how more of you are saying goodbye to the swirl!

September 09 Email Content

The competition is heating up as credit unions across Alabama are saying goodbye to the swirl! This month's \$25 gift card winner is:

Jane Doe, XYZ Credit Union

Jane's _____ photo was a creative masterpiece when it comes to saying goodbye. Congratulations, Jane!

As we continue to maximize the logo change efforts across Alabama, we recommend the following material replacement changes:

September

- Update your street signs, building signs, ATM(s) labels, and drive-thru signage.

This can be a more time-consuming project, so we wanted to give you plenty of time to accomplish it by the end of this year. [Click here to login to the Online Marketing Kit](#). Email password@cusc-al.com to request login credentials.

And, don't forget about the creative competition twist! However you've decided to say goodbye, we want to hear about it, see it, and continue to say goodbye with you. Email your photos to email@email.com.

I look forward to seeing how more of you are saying goodbye to the swirl!

October 07 Email Content

You continue to impress me with your combined efforts of change! This month's \$25 gift card winner is:

Jane Doe, XYZ Credit Union

Jane's _____ photo was the perfect example of how all of us can say goodbye to the swirl. Congratulations, Jane!

Let's keep the change efforts going! We recommend the following material replacement changes:

October

- Send a statement stuffer to your members.
- Include a shared branching article in your newsletter.
- Mail a postcard to your members.

[Click here to login to the Online Marketing Kit](#).

Need your login credentials? Email password@cusc-al.com.

Don't forget to keep sending in your photos! No matter how you say goodbye, we want to hear about it, see it, and continue to say goodbye with you. Email your photos to email@email.com.

I look forward to saying goodbye with you!

November 04 Email Content

As the year comes to an end, the swirl is soon to be a distant memory! This month's \$25 gift card winner is:

Jane Doe, XYZ Credit Union

Jane's _____ photo says it all. Congratulations, Jane!

Thank you for all of your efforts thus far. There are only two months left in the year, and this is our final push to complete the change. We recommend the following material replacement changes:

November

- Remove any additional swirl signage and materials.
- Print the My Branch Multiplied stickers and have your frontline staff distribute to your members when they come into the branch.

[Click here](#) to login to the Online Marketing Kit.

Need your login credentials? Email password@cusc-al.com.

Don't forget to keep sending in your photos! Email them to email@email.com.

I look forward to saying goodbye with you!

December 02 Email Content

It's here...the end of the year and the end of an era! So many of you have sent in your photos of saying goodbye to the swirl, and we are so grateful to your continued commitment to promoting the benefits of shared branching to your members. This month's \$25 gift card winner is:

Jane Doe, XYZ Credit Union

Jane's _____ topped off the competition with this fun photo. Congratulations, Jane!

This is your last chance to have all of your materials and signage updated with the new CO-OP Shared Branch logo. We hope you've had a fun time with the competition. Be sure to send in your photos with your final efforts of change. The grand prize, \$100 Visa gift card winner will be awarded at the end of the year! Email your photos to email@email.com.

[Click here](#) to login to the Online Marketing Kit.

Need your login credentials? Email password@cusc-al.com.

Happy Holidays!