



CU*PERKS

REWARDS PROGRAM

* **Tiered Services
Start-up Kit**



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CU*PERKS

REWARDS PROGRAM

Get It Going!

CU*PERKS **Start-Up Kit, the Tiered Services Rewards Program that benefits your members and your credit union is now just a few clicks away.**

It's Good To Give...

Rewards programs can enhance your member's perceived value and differentiate your credit union from other competitors. Implement the CU*PERKS Start-Up Kit and your credit union will be up and running quickly with Tiered Services. You can choose to keep the program as it is for years down the road or plan to make enhancements in the future. CU*PERKS quickly gives you a complete, dynamic rewards program that your members and staff will use and appreciate.

CU*PERKS Provides a Quick Launch!

Many credit unions want a rewards program but find little time to learn all of the flexible features that CU*BASE offers. If you are one of these credit unions, you will appreciate the CU*PERKS Start-Up Kit. Everything you need is there and you have the flexibility to enhance any of the features included. All of the marketing materials are available through the CU*OverDrive shared marketing library and ready to go with the CU*PERKS logo. Full documentation is available in the Tiered Services Implementation Guide. The CU*PERKS Start-Up Kit is intended to support, not replace the CU*BASE Tiered Services Implementation Guide. If you have further questions about the Tiered Services platform, as always, the CU*Answers staff will be available to help you!



* MARKETING

The Name and Logo

CU*PERKS

The CU*PERKS name represents the concept of a rewards program and will be easy for your members and staff to remember. It also coordinates well with other CU*Answers products and services. The points will be referred to as Perks Points and the main objective will be to prompt your members to ask, “How can I earn more Perks?”

The Look

The CU*PERKS “asterisk” will become the visual for Perks Points. Coordinated marketing and branding for the entire program from start to finish is ready for you. In addition, we will provide ongoing marketing recommendations to keep your program fresh.

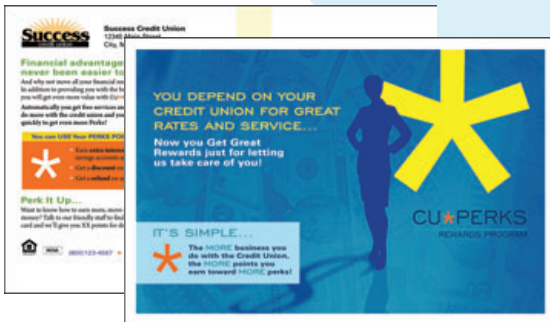
The marketing materials are professionally designed and available for purchase at just the cost of printing plus a minimal set-up fee.

Support Material

Here’s what will be made available for all CU*PERKS credit unions:

- * Brochure
- * Newsletter Articles
- * Web site Banner
- * Web site Rewards Explanation Page
- * E-mail Text for Member Reach Communications
- * Statement Messages
- * Posters 8.5 x 11 and 22 x 28
- * Postcard
- * Statement Inserts

All of the marketing collateral and promotional materials are designed to support the marketing and branding of the program. These may be customized with your credit union's logo and contact information.



Communicate, Communicate, Communicate!

CU*Answers Management Services Team can support the launch and success of your CU*PERKS program. We can help you communicate fee changes as well as talk to your members and create excitement with outbound phone calls and timely e-mail campaigns.

Set it Up Now and Build on it in the Future!

The following section gives a brief summary of the “behind the scenes” set-up of CU*PERKS. Examples are provided to help you move forward faster and encourage good decision making for enhancements to your program in the future.

CU*PERKS...Inside the Set Up

CU*BASE Tiered Services is designed around using five relationship goals assigning points based on member participation with your credit union. To simplify the model and get you started, we have made the point value decisions for you for each of these goals. The point assignments are based on experience and a great deal of related research. For example, we reviewed successful Tiered Service Programs already in place. We also considered the popular behaviors that many credit unions want to reinforce to improve the member’s relationship and participation in the credit union. Starting with a “standard configuration” makes CU*PERKS that much easier for your credit union to get off the ground.

All of the materials, templates and examples in this document use the CU*PERKS standard configuration.



SAMPLE PAGES FROM THE CU*PERKS BROCHURE WHICH IS DESIGNED BASED ON THE DEFAULT PROGRAM. IT IS FULLY CUSTOMIZABLE.

* GOAL 1

Encouraging your members to use the credit union as their Primary Financial Institution

Reward your members for taking advantage of the products which are considered to indicate that the credit union is their primary financial institution (historically the checking account).

In addition, the years of membership indicate loyalty.

-
- 25 Points For Selected Share Draft Products
 - 05 Points For Every Year Of Membership Over 5 Years
-

* GOAL 2

Encouraging members to save

Reward your members for using your savings products including certificates, IRAs or money market accounts. Encourage savings by also granting points for cumulative deposit balances.

-
- 25 Points For Additional Savings Products
 - 75 Points For Certificates
 - 50 Points For IRAs and Money Markets
 - 50 Points For Total Balances Up To \$999.99
 - 75 Points For Total Balances Up To \$4,999
 - 100 Points For Total Balances Up To \$9,999
 - 200 Points For Total Balances Up To \$24,999
 - 300 Points For Total Balances Of \$50,000 +
 - 100 Points are Subtracted for Any Negative Balance Share Account
 - 100 Points are Subtracted for Any Negative Balance Checking Account (you may exclude if you offer courtesy pay).
-

* GOAL 3

Encouraging members to borrow

Reward your members for using your loan products such as auto, home equity and line of credits. In addition to the monthly points for the presence of each of the accounts, they will also receive points according to their cumulative loan balance.

75	Points For Selected Mortgage Loan Product Types
75	Points For Selected Home Equity Loans
10	Points For Additional Loan Product Types
50	Points For Total Loan Balances up to \$2,500
75	Points For Total Loan Balances up to \$9,999
100	Points For Total Loan Balances up to \$24,999
150	Points For Total Loan Balances up to \$99,999
200	Points For Total Loan Balances over \$100,000
100	Points For Either OTB Or On-Line Credit Card Product*
-200	Points Are Subtracted For Any Loan Account Past Due

Members with written-off loans will be excluded from scoring.

* GOAL 4

Encouraging members to use automated services

Reward your members for using services that help lower your overhead costs and put your credit union services at their finger tips.

50	Points For Active ATM Card Activity
50	Points For Active Debit Card Activity
50	Points For OTB or Online Credit Card
25	Points For Using CU*Talk
100	Points For Using It's Me 247
100	Points For E-Statement Enrollment
100	Points For CU*EasyPay Enrollment

* GOAL 5

Encouraging members to use your deposit/ transactions services.

Reward your members for using services such as direct deposit, payroll deduction and AFT.

50 Points For Payroll Deposits of \$500 or More Per Month

50 Points For ACH deposits of \$500 or More Per Month

50 Points For an Active AFT Loan Payment

Here is where the “TIER LEVELS” come in...

Each member will be placed in one of the 4 tier levels based on their monthly score. The point ranges will be assigned the following levels in CU*PERKS:

BRONZE * PERKS	1 - 199
SILVER * PERKS	200 - 399
GOLD * PERKS	400 - 599
PLATINUM * PERKS	600 +

Points listed are examples only and will be customized to your program

Member or Household Scoring?

On the first day of every month, each member account will be awarded the points earned based on their behavior or participation in the credit union from the previous month. The rewards and benefits are applied in the current month. This is the “Member Scoring” method.

The Choice is Yours...

If you wish, you can choose to grant every member enrolled in a household the highest score earned by any member of that same household using the “Household Scoring” method.

For example, Dad Member has enough services and balances to be in the Gold*Perk level. Mom Member (same household) has only enough to be in the Bronze*Perk level. If you choose the Household Scoring method, Mom Member would automatically be bumped to the Gold*Perk level based on Dad's score and she would receive all of the benefits and rewards that are assigned to the Gold*Perk level. Household Scoring recognizes the full participation of all members associated in the household and delivers rewards and benefits accordingly.



Lifetime Points...

Tiered Services offers a feature of accumulating the monthly scores (Perks Points) for a Lifetime Points total. Once a member has enough points accumulated, they may be redeemed for items listed in your lifetime points catalog. This is similar to airline frequent flyer programs. These lifetime points are pro-active, meaning the member requests to redeem the points for a valued item.

Redeeming Points for Rewards

A catalog of rewards is configured with a point value for each item. These rewards could include share or certificate rate bonuses or loan rate discounts, merchandise, fee refunds, gift cards, theme park tickets and anything else your credit union can dream up.

Redeeming Points...A Sales Opportunity

Redeeming Lifetime Points is a manual step that gives a great opportunity to have a conversation with the member and should not be underestimated! Additional sales efforts can be given to the CU*PERKS program and your products and services can be cross sold. It's another way to motivate the member into action!

Implementation is EASY!






The CU*PERKS Start-Up Kit will have everything you need to be successful including the Implementation Calendar. All of the tasks and recommendations are organized starting prior to your launch date.

Implementation Calendar

Included in the Implementation Calendar are instructions that will have templates you can customize. All you have to do is establish your program launch date and work through the details following the recommended steps.

It's that easy!

We do make a very strong recommendation to do a competitive fee study and make any changes before you move into the launch phase. It is crucial that your members and staff do not associate any fee changes to the launch of the CU*PERKS program.

 Implementation Planning Calendar							
Launch Date							
Enter Date Here	Task	Description	Delivery Method	Frequency	Champion	Audience	TAG Tools
Program Planning <small>Changing Fees is an optional step.</small>	Sign Up	Communicate to CU*Answers that your Credit Union would like to set up the CU*Perks Reward Program	Fax or E-mail enrollment form	One Time	CEO	CU*Answer's assigned contact person.	Enrollment Form 
	Review your current fee schedule in regards to what benefits you will be offering to the various levels	If making adjustments to your fee schedule obtain approval and notify members in the appropriate timeframe.	Statement insert/e-statement message to all members	One Time	Ops and/or Marketing Designate	Membership	Fee Analysis Template Fee Schedule Communication 
	Set Up Program	Communicate Program Specifics to CU*Answers	Fax or E-mail set up worksheet	One Time	Ops and/or Marketing Designate	CU*Answer's assigned contact person.	Set up worksheet 

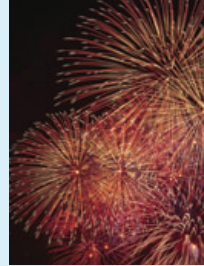
SNEAK PREVIEW OF THE IMPLEMENTATION CALENDAR

Building Excitement

Many programs fail because not enough attention is given to training and the behind the scenes “hype” with the staff. This rewards program needs a **champion** and a dedicated team to keep motivation high and integrate the member benefits into your sales and service culture.

The ideal rewards program would be visible in every area of your members’ access to the credit union including your web site, **It’s Me 247** online banking, member statements, rate sheets, e-mail messages and any other delivery channel your members take to reinforce the benefits of participating with their credit union!

Once you have a designated CU★PERKS champion they will get to know the program well and coordinate the message to the staff and membership. They will encourage staff to embrace the program, ensure that everyone receives the proper training and guidance and keep the excitement high. Assign a great champion and get the program going!



The Role of the Champion

- ★ Looks for opportunities to integrate the program in every day member service.
- ★ Keeps the staff all on the same page.
- ★ Networks with the other credit unions.
- ★ Shares best practices with others.
- ★ Lead the team through the process.

Get Behind it and Everyone WINS!

When you commit to making CU★PERKS an integral part of your sales efforts and your staff sees its value, the members will also see the value over any other financial institution!

Using CU★BASE GOLD's Member Inquiry or Phone Operator Inquiry, your employees can quickly see where the sales effort should be. Choose the Tiered Service Points Tab and see how each member scored for both this month and the previous month. Then suggest a product or service that will deliver more points to move them into the next highest CU★PERKS level.

Keep your competitive advantage and show high returns on the time and money invested in growing your member participation in their credit union.

Take the Marketing Challenge!

Research has uncovered the fact that in most cases finding a credit union's rewards program on their web site was difficult. When it was there, it seemed like an after-thought. Your rewards program should take a high priority in your marketing plan. Use the CU★PERKS Start-Up Kit with your own marketing ideas to create excitement and motivate your members to use and enjoy all of the products and services you offer.

Considering a 'Re-Launch' of Your Current Program?

CU★PERKS can also provide a quick source of marketing tips and materials, project steps and member communication ideas to help you capture that enthusiasm and member motivation to make your credit union their credit union!

The name CU★PERKS can be replaced by your own or you can arrange for a separate customized marketing program. We'd be happy to provide help along the way. Call for details and custom pricing.

NEXT STEPS...

Get started using CU*PERKS.
It's Easy!

★ To get started contact

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