



We have a team of seven professionals who can manage just about any task or project you throw our way! We are at our best when you hire us to serve as your virtual marketing department—managing, coordinating and implementing every aspect of your marketing needs under your direction and leadership. However, here are some of the things we do for clients every day.

Our Skills

- Marketing Strategy & Consultation
- Overall Marketing Program Management & Implementation
- Public Relations
- Media Relations / Advertising Management & Placement
- Corporate Branding & Identity
- Copywriting
- Graphic Design
- Website design, content creation, management and/or hosting
- Social media management (educational and custom posting)
- Email Service content creation & Layout (via Constant Contact)
- SEG Relationship Management
- Staff Training
- Provide training, leadership & direction to your in-house marketing person
- Event Management
- Research for anything you need
- Videography

Example Projects

- Brochures
- Newsletters
- Logo design
- Direct Mail Pieces
- Statement Inserts & Onserts
- Signature Pad Screen Design
- Phone On Hold Messages (copywriting & recording)
- Email marketing
- Lobby poster layout & design
- Website ads
- Lobby TV ads & content
- Custom & educational social media posts
- Youth mailings to increase loyalty & a succession plan
- Provide professional & affordable stock photos



Examples of Our Work



Metco Credit Union
Your Credit Union is a Pathway to Financial Success
Summer 2012

VEHICLE RATES
Shop in or apply online at www.MetcoCU.org/loans

Download our Mobile Banking App with Built-In Bill Pay Services

Join Us For Annual Meeting

Officers' Report

NCUA

NEWSLETTERS

MEMBERS1st Will Be CLOSED On April 1 & 2 For A System Upgrade!

MEMBERS1st
COMMUNITY CREDIT UNION
910 South 12th Avenue
Box 777
Marshalltown, IA 50158

NO FOOLING!
We'll be closed April 1 & 2 for our System Upgrade.

MEMBERS1st Will Be CLOSED On April 1 & 2 For A System Upgrade!
However, when we re-open our doors on April 3rd, we're certain you'll agree that the changes will be worth it!

Things to be aware of:

- Online Banking will be unavailable from close of business on March 31 to opening on April 3.
- Bill Payment will be unavailable from close of business on March 31 to opening on April 3.
- MEMBERS1st will work to make funds from payrolls available as early as possible.

Things that will NOT change:

- ATM & Debit card service will not be interrupted. You will not receive new cards. Your current PIN will not change.
- Our Bill Pay service will not change, however you will need to access the Bill Pay service via our new Online Banking service, "It'sMONEY".
- The phone banking phone number will not change, however some of the options and functions will change.

NEW Online Banking Login Instructions:
On Friday, April 3, please follow these instructions to login to our NEW Online Banking service & to access our Bill Pay service.

- Click on the **It'sMONEY** logo at the top of our website.
- Username = member number
- You will be prompted to change your username.
- Password = Birth year of the primary member + first two letters of the primary member's last name in all caps.
- You will be prompted to choose a new password.
- Choose 3 security questions.
- Approve a User Agreement.

Experts will be available to help you with your questions in the early days of this System Upgrade, so please call the credit union at (800) 245-6199.

MEMBERS1st
COMMUNITY CREDIT UNION
www.MEMBERS1st.com • (800) 245-6199
Federally insured by the NCUA

SYSTEM UPGRADE
04.01.15

View an Online Banking demo video on our website!

DIRECT MAIL

Metco Credit Union
Your Pathway to Financial Success

Bring Any Loan \$10K + & We'll Give You \$50!
Call or email Kimberly or Ashley to ensure you receive your \$50 gift card!

Bring Any Loan \$10K + from another lender to Metco Credit Union, and we'll GIVE YOU a \$50 VISA GIFT CARD!

Mortgage Loan + Home Equity Auto Loan + Credit Card Balances
Call or stop in to the credit union, or apply securely online!

UNI CREDIT UNION

Parents are Millennials' Primary Financial Role Models
A recent Bank of America report found when millennials need financial advice, they most often turn to their parents.

Eighty percent of millennials say their parents influence their attitudes toward money, with nearly 60 percent attributing their current financial behavior to their parents' advice or examples.

***Our research shows that parents remain the strongest influence on the money habits their children develop and social responsibility executive for Bank of America.**

Sixty-eight percent of millennial children both emphasize saving, savings. After the Great Recession, saving for an emergency fund became a priority for 49 percent of millennials and 32 percent of their parents.

Millennials' financial hurdles to buying a house or saving for college are more difficult than those faced by the previous generation. Student debt and slow job growth are among the biggest holding millennials back financially.

More than 60 percent of millennials say their parents helped them "get on their feet" or "set them up" when they were starting out, compared to 49 percent of millennial parents who say they received help at the same stage in life. Nearly one-third of millennials receive financial assistance because they believe their parents truly "need" their help, according to the report.

More than 60 percent of millennials receive financial help from their parents, including 20 percent who are married or living with a partner.

Source: www.ecfa.com

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SALES & EDUCATIONAL EMAILS

UNI Credit Union

Welcome Back UNI STUDENTS, FACULTY AND STAFF!
We look forward to seeing and serving you again.

Online Banking Login
Enter Member Number
Enter PIN
Login

Upcoming Events / Closings
August 2, 2015
August 3, 2015
August 4, 2015
October 1, 2015

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UNI CREDIT UNION

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WEBSITES

Your 16th Birthday is Just Around The Corner

We're here to help you steer through the financial decisions ahead!
Wow, so many exciting changes are coming your way soon, and your finances are no exception! You may soon be thinking about getting your first job, buying your first car, even starting to think about your long term career goals—and your finances tie in to all of these "firsts."

Your credit score is something you've probably never thought about, and you likely don't even have one yet. However, it will be a very important number to you in the next few years. It's often times a determining factor of whether or not you get the job you want, it's used to determine the rate you'll receive on your first car loan, and a good credit score can save you as much as \$100,000 over your lifetime.

Let's start building that credit score together... **safely & responsibly.** See the back side of this card for a full explanation.

FirstCard
Credit Union

TARGETED MEMBER MAILINGS

