

Getting Started with MAP

Welcome to Membership Application Process. This document will help guide you through the requirements and configurations for first-time setups.



Setting Up Your Membership Application

This document will help you understand the process and requirements necessary for setting up and launching your MAP (Membership Application Process).

Branding

Getting the MAP site to appear similar to your credit union is simple. There are three main configurable selections we will need from you.

1. Logo-EPS or Illustrator file
2. Background-can be a pattern, or color
3. Colors-the IRSC team will prepare a mockup of your application with HTML colors defined from your brand. These colors will be reviewed and can be updated prior to launch.

Four Things to Configure

1. Branding

Configuring your MAP to be branded like your credit union is one of the first things the IRSC (Internet Retail Support Center) team will help you do. The IRSC team will need a high-resolution copy of your logo and then we will choose the colors for ten customized areas. (See left column)

2. Promotions

Whether you have a single set or multiple sets of promotions to display on your MAP site, you'll need to have these prepared. These work off a predetermined template that can be edited to reflect your credit union's personality. (Read more inside)

3. Configuring the Messages

Many areas of your MAP site will need to have your message configured. Items like "Need Help?" or the eligibility section will need your credit union's guidance and personality added to make the MAP your own. (Read more inside)

4. Testimonials

Give your potential members the assurance that those in the credit union are more than satisfied by displaying member testimonials. (Read more on back page)

NOTE: Credit unions will have the opportunity to review all changes and make any necessary adjustments to selections prior to a MAP site going live.



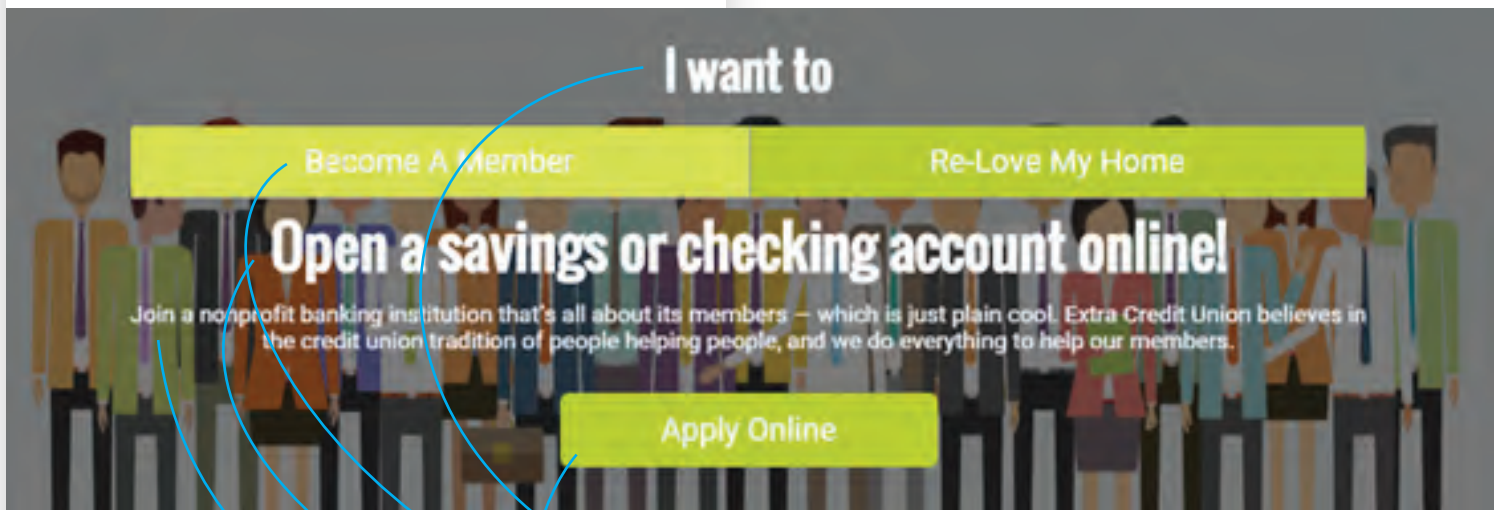
Look inside for more instructions

Promotional Sets

MAP requires you to have a minimum of one promotional set, examples of individual sets of promotions could include home loans, great rates, seasonal or holiday promotions, or student checking accounts.

Promotion Example:

Different promotional sets will have a unique URL path based on the promotion set name, so your credit union can target these URLs directly to each promotional set.



Content

- Title, shows at the top of the page
- Name, of the promotion
- Heading, the title of the promotion
- Content, showing under the heading can explain your promotion.
- Button Label & URL *

Background

Background Image-has a relative pixel size of 900x300 and can be in jpg or png format.

Colors

- Background overlay color
- Headings color
- Paragraph text colors (content font color)

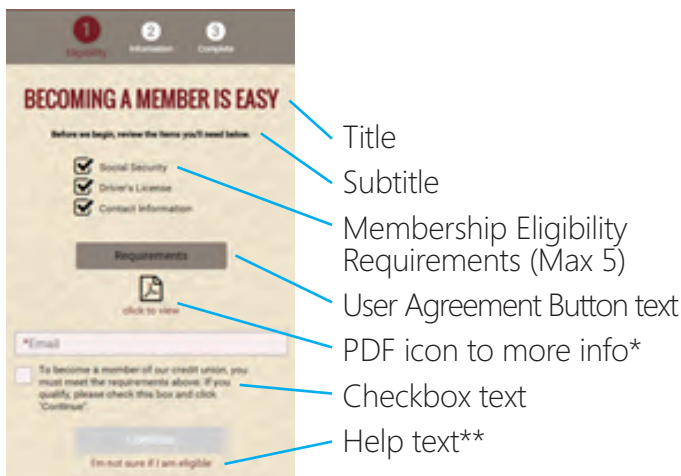
*The apply button can be a link to a customized location such as the membership app or an external URL.

Configurations

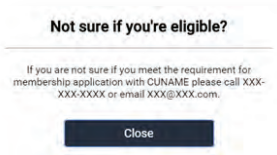
There are four main areas for configuration of the messaging for the Membership Application Process.

Eligibility

Below is an example of the first screen a potential member will view when interested in applying for a membership. The requirements for configuring this screen are quite simple.



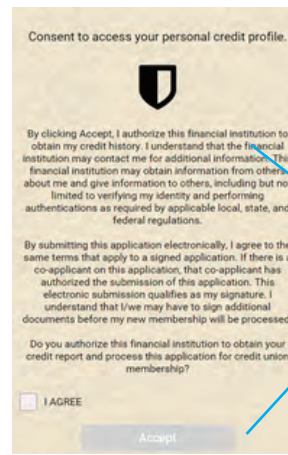
*You can choose to link the PDF icon to items such as a letter from the CEO, a letter to prospective members, etc.



**Clicking the help text below the Continue button will bring up a window like the example to the left with the credit union's contact information.

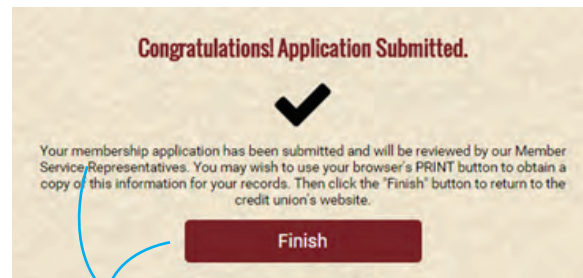
Credit Consent

The credit union has a choice if they want to pull a credit report upon opening of a membership. **This area is optional.** If you do elect to pull a credit report, the customizable areas are below.



Completion

This is the screen once a member has submitted their application.



Completion text
Button Label & URL*

*The finish button can be a link to a customized location such as the credit union website or a new landing page.

NOTE: Remember branding has already been configured so these screens colors are not customizable.

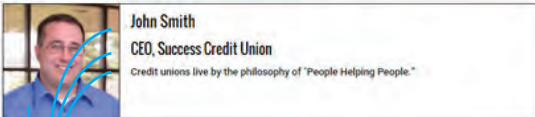


Configurations Continued

Testimonials

Credit unions can use member testimonials to promote the credit union.

WHY SUCCESS CREDIT UNION?



- Member Picture
500x500 pixels
Jpg or Png format
- Member name
- Role/Career (30 Character Max)
- Quote text

Pricing

First MAP Site

Up to 3 promotions in a set
(1 promotion must be membership promo)

Setup Fee: Free

Hosting & Ongoing Maintenance: Free

Additional MAP Site(s)

Up to 3 promotions in a set

Setup Fee: \$100 per site (URL)

Hosting & Ongoing Maintenance:
\$20 per month per site (URL)

Have A Question?

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