

Newsletter Service

June, 2011

Keeping members informed will always be a top priority for any business or organization. A newsletter is a great method of sharing this information and allowing your members another medium to learn more about your Credit Union's current events, loan specials, and new offerings.

Quickly and effectively reach your members with timely information in a quarterly newsletter!



Our newsletters are created with the intention of being a low-cost and low-maintenance service allowing you to quickly and effectively reach your members with timely information. Newsletters are designed, printed, and shipped quarterly to your member base.

Predesigned newsletters only require a 100 word introduction, and the remainder of the information has already been designed and implemented. These newsletters can be built with your CU*Overdrive package installed, with CU*Answers Quarterly Giveaway Contests, or with a basic set of information informing your customers of your Credit Union's services and offerings.

Your logo and brand's color scheme will be implemented into the design of each newsletter.

By choosing to have a newsletter produced and distributed, you're allowing another impression to your members and another avenue for them to learn more about your current events, services, and offerings.



Custom Designs

CU*Answers also offers a full custom designed and printed option for your newsletter. Having your own newsletter designed allows you the flexibility and customization to write and design any information you feel your members need to know. Our on staff creative services team can assist you through this entire process, ensuring your members receive the best possible newsletter.



Spring Issue 2011

Lobby Hours:
Monday – Friday 8:30 am – 5:00 pm

Drive Thru Hours:
Monday – Thursday 8:30 am – 5:00 pm
Friday 8:30 am – 6:00 pm
Saturday 9:00 am – 12:00 pm

Message to Members

Dear Members,

We had record turnout during our latest elections and we're excited to welcome new board members Mary Rountree and Marge Sniff. We had nearly 32% participation in our election and 42% of the votes were through our new online voting system! We are also proud to introduce our new supervisory committee members Bruce Flaska and Keith Wright. Your credit union would like to thank all who have volunteered their time during these elections. We appreciate all your hard work!

We are also excited to invite you to visit our newly redesigned website at www.nwconsumers.org. Remember that online banking is available 24/7!

Sincerely,
Sue Schaub
Manager

Location:

2948 Garfield Road North
Traverse City MI 49686
(231) 947-7600

www.nwconsumers.org

Holiday Closings:

Good Friday - open until noon
Friday, April 22
Memorial Day
Monday, May 30
Independence Day
Monday, July 4
Labor Day
Monday, September 5
Veteran's Day
Friday, November 11
Thanksgiving
Thursday & Friday, November 24 & 25
Christmas
Friday & Saturday, December
New Year's Eve
Friday & Saturday, December



You can visit more than 200 of our shared branch locations. To find out more visit www.extendcu.com or call (800) 343-1015

Social Networking Security

If you use Facebook, MySpace, LinkedIn, or any Social Networking Community website, you may want to take a closer look at your privacy settings. The US-CERT, offers some good tips on Staying Safe on Social Network Sites. Among the important tips is simply recognizing that information you post on the web for your friends to read may be open for the world to read.

To learn more visit our securities website at: www.cusecure.org



Use Mobile Bank
for a chance to
win an iPad!

See back for more details

Our Mission:

Northwest Consumers Federal Credit Union is committed to partner with you and your family to be your life through personal and professional financial matters.



Northwest Consumers Federal Credit Union
Housing and Equal Opportunity Lender

Your savings federally insured to at least
backed by the full faith and credit of the
Government. NCUA, a U.S. Government

Support Earth Day
Switch to e-statements and save a tree.

To the left is an example of a predesigned newsletter. Northwest Consumers Federal Credit Union utilizes CU*Overdrive and the CU*Answers contest campaigns.

Pricing

Predesigned template:
\$750 per year

The predesigned template allow for logo and color changes only. Additional design changes require the upgrade to a custom newsletter.

Custom newsletter design: \$5,000 per year
\$2,000 design and setup (includes first quarter)
\$1,000 design and setup for additional quarters

*A one year commitment (four quarterly mailings) is required for purchase of any CU*Answers' newsletter offerings.*

Printing and shipping are additional costs. Costs will be calculated after determining quantity of newsletters required to be printed and shipped.

Sign-up online at:
marketing.cuanswers.com/newsletters

Newsletter Service

6000 28th Street SE
Grand Rapids, Michigan 49525
616.285.5711

marketing.cuanswers.com