



Race to the Finish With 500 FREE Calls



*And CU*Answers is Putting Free Gas in the Tank!*

Making the Call as Easy as

One, Two, ... **FREE!!**

Put Yourself in the Driver's Seat
with CU*Answers' 500 FREE Call program!

- Choose from 20 targeted member campaigns
- Delivered by our partners at Xtend
- Support your 2011 marketing initiatives
- Put the pedal to the metal in your race for success

[See the flip side for details...](#)



500 Free Calls

Campaigns to Choose From!

* CU*OverDrive Campaigns in *blue*

- Promote CU as primary institution
- Ready for retirement?
- Auto Refinance
- Home Equity (General)
- Member Survey
- Self Service Promotion
- Summer Loan Special/Christmas in July
- Young Adult - Get ready for college finances
- Youth to Age 16 - Parents, teach kids about finances
- Switch Kit/Refer a Friend
- EasyPay Enrollment Contest
- Email Collection Contest
- E-Statement Enrollment Contest
- Mobile Banking Contest
- Contingent Liability
- Credit Card Balance Transfer
- Mortgage Refi-New Mortgage
- New Member Wallet Share
- Qualified Checking/Rewards Checking
- Skip A Pay - For CU's with Online Credit Cards

How It Works

What we will do:

- Brand the script & send to credit union
- Provide training documentation for Trackers and Follow-Ups
- Select a campaign launch date
- Create Caller ID Spoof
- Create a file of members– 5 to 7 business days before launch
- Call up to 500 members, 1 time
- Log calls in the CU*BASE Tracker System
- Assign leads and comments to the credit union via the CU*BASE Tracker System
- Provide an end-of-campaign report

What you do:

- Train credit union staff on the CU*BASE Trackers and Follow-Ups using documentation provided by Xtend
- Provide Xtend the text and telephone number to appear on caller id
- Respond to any leads and follow-ups
- Enjoy the benefits of being engaged with your members

Look for Additional Marketing Materials Coming Soon to www.marketing.cuanswers.com

WIN \$250 More!!

Let your voice be heard! Write a script for any or all of the 500 Free Call Campaigns. The best script in each category will be used by the Xtension Call Center during the 500 Free Call Campaigns.

Rules:

- Scripts must include talking points as they are not read verbatim.
- Must be one page.
- Must include a voicemail message
- Must be submitted by December 15, 2010

Please submit scripts using the form at www.xtendcu.com/cuoverdrive.