It's Me 247 Online Banking

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FEDERAL CREDIT UNION

Info Center	My Accounts	New Accounts	Pay & Transfer	My Documents	Personal Finance	Go Mobile

We're here to help!
Live Chat

My Account

Linda C Bodie
Switch Memberships ▼

Rewards

GOLD
Earned Last Month   860

View
Point Details

Messages

Messages   2

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🏠 ⤭ ✉ ⚙ 🖨 ⓘ   ACCOUNT SUMMARY | I'M A GOLD MEMBER

The App Store

Use this page to list all or your credit union apps. It's an easy place to shop for mobile apps related to your credit union. I want to sell apps and connectivity to my credit union.

Alliance One

Apps – Alliance Once
🛒 Read More   ☰ Details

CO-OP SHARED BRANCH

Apps – COOP Shared Branch
🛒 Read More   ☰ Details

Element edge

Apps – Element Edge
🛒 Read More   ☰ Details

Element Mobile

Apps – Element Mobile
🛒 Read More   ☰ Details

Pepperoni Roll

Apps – Pepperoni Roll
🛒 Read More   ☰ Details

Apps – Waze
🛒 Read More   ☰ Details

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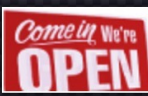Linda C Bodie
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Free Financial Checkup

Get a chance to win $100* when you schedule your free checkup today. Learn how to improve or build credit, save money and review your credit report!

Make Your Appointment

Use this page to engage the member at a very personal level. Focus on financial education as well as cross sell opportunities and loan steals. The member requested help, so they will be receptive to your expertise and care. I want to sell loans and create more brand loyalty. This would be a permanent product offering. Contest/drawing is optional or you could promote and reward in a different manner.

*Anyone who schedules and completes a check up gets a chance to win $100 in a random drawing. Specify time frame of giveaway.

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Deals and Coupons

Put a new spin on "specials." Create a coupon experience for members. You can be creative and can target specific groups and markets. These can be cash rewards for doing business with your credit union, discounts at your merchant network partners, donations to causes….whatever you can dream. I want to sell loyalty, more products and services and the Cooperative movement.

Get $50
when you refer a new member to Element.

GET OFFER

Get $100
when you refer a new loan or get a new loan.

GET OFFER

Get $25
when you tell your Element story

GET OFFER

Get $5
off your next order at Pies N Pints

GET OFFER

Get $25
off your next rafting adventure at Ace Adventure

GET OFFER

Donate $5
to your cause when you use your Element debit card 40X per month

GET OFFER

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CUTube

I want to provide video content to my members. Educational videos, how to videos, etc. I want to sell financial education, knowledge, features offered by Element and demonstrate my brand promise to my members. Relevant links per topic sprinkled through page (i.e. Get A Loan, Open More Accounts, Enroll in eStatements, Sign up For Text Banking, and more).

Loan **BASICS**   - IT'S A - **MONEY THING**™

Loan Basics - Element FCU 🕐 ◁

Finding The Loan That's Right For You

Loans help finance some of our biggest goals in life. They can provide access to possibilities that we can't afford upfront—possibilities like going to school, buying a home or starting a business (to name just a few). A loan is also one of the biggest financial commitments we make in our lifetime. Rushing into a loan without fully understanding how it will affect your budget can create a very stressful situation that can quickly spiral out of control.

The good news is that you can avoid this stress entirely by choosing the loan that's right for you: a loan you can afford, from a reputable lender, with a payment schedule that makes sense.

Not sure where to start? Read More >>

⌃

[Apply for a Loan]

Common Money **BELIEFS**   - IT'S A - **MONEY THING**™

Common Money Beliefs - Ele... 🕐 ◁

Your Finances Say A Lot About You

How did you decide where to open your first bank account? Where did you learn to budget or pay bills? If you have a money question now, what do you do? Who do you turn to?

If you're under the age of 30, your answers to the above questions are likely some combination of "my parents", "the Internet" and "I don't know—I just kind of figured it out".

Although you might have been lucky enough to take life s don't receive any kind of formal financial education. So, it when it comes to money management. Read More >>

[Open More Accounts]

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ACCOUNT SUMMARY | I'M A GOLD MEMBER

Insurance

I would incorporate insurance sales into ItsMe247. Most credit unions partner with someone and this would be the perfect place to market and sell insurance.

| Home | Vehicle | Property | Business | ShoppingCart | Other |

Auto Insurance

Enter Zip Code   Get a Free Quote

LifeLock I.D. Theft
Members save 10% on I.D. Theft Protection!
Get a Free Quote

Hyatt LawPlan
It's like having your own lawyer on retainer!
Get a Free Quote

ShoppingCart ›

ACCIDENT INSURANCE for the unexpected
FIND OUT MORE

Life Insurance
Compare quotes to protect you and your loved ones!
Get a Free Quote

Business Insurance
Comprehensive coverage options for you and your business!
Get a Free Quote

Need Help or Have a Question?
Call Us
800-952-1874
Hours of Operation
8:00 AM – 10:00 PM M-F
Chat Now

Secure Online Banking Login

If you have not set up your username, please enter your member number.

PIB Personal Internet Branch ★protected

Username:

[ ]

Login

Become a Member Today Apply Online

Why Join our Credit Union? Learn >>

CU SECURE
Fight Identity Theft Learn How >>

Apply for a Loan Online Now!

Manage Your Investments Online
It's Me 247 Investment Center
Available through CUSO Financial Services, L.P.

All Your Money | One Place
Food & Dining $335.00 Click for Details
moneydesktop™

5 New Pages - How would you get there?

1. The ItsMe247 login landing page. This should really be revamped to look more current and consistent (fonts, colors, not so busy and varying). I would redo this entire page and insert graphics and links to the 5 new pages here. These should also be added the navigation menus inside ItsMe247. Another option would to actually put this landing page inside ItsMe247 instead of outside ItsMe247. Another option would be to allow the CU to control a pop up ad (one of these pages) when the member logs in (like messages inside OLB). But it should be a nice graphic advertisement pop up…not just words like the messaging.

2. The credit union's website. I would also put links on the actual credit union's web site. When a member clicks the link, it would prompt them to login and send them directly to this page. No more logging in and searching for the feature.

3. Social media. I would target specific groups and audiences. The links would drive folks directly to the page advertised. If folks are not members, they would be presented with a pop up or something to request a member application or an application for that specific product or service that also contains a membership component. After all, you're not selling a membership, you're selling a product.