



Writing Team: Tricks of the Trade

August Top Picks: MOP (Online Membership)

Issue 67

Be sure to attend the upcoming Tricks of the Trade webinar on August 15 from 3:30-4:00 PM ET. Watch for an invitation via email. Learn about more resources related to MOP (Membership Opening Process). Access all these resources from the [Automated Account/Membership Opening Tools Kitchen page](#).

Pick #1: [Where can I learn more about MOP-specific pages and see a walk-thru of what the member sees when they apply online for a membership?](#)

Get a detailed look at all the pages used in the membership opening process in the [MOP—Opening a Membership Online booklet](#). After an introduction, the booklet features each page you can customize, including those just used in the membership opening process. The booklet also includes a step-by-step look at what prospective members see when they apply online.

Pick #2: [What brochure gives me the skinny on getting started with MOP?](#)

The [Getting Started with MAP brochure](#) highlights the component of the MOP process including branding, verification, account creation, funding and online banking enrollment. Check out this handy starter brochure to learn the basics about MOP.

Pick #3: [Where can I find a video of the MOP process from beginning to end?](#)

We have created an excellent [Becoming a Member Online video](#) for our in-house membership drive with our SEG credit union. Use this to view the whole MOP process from beginning to end.

Pick #4: [I missed the MOP training. Where can I find a recording posted that explains how to launch a MOP site?](#)

Look no further than the Kitchen page to find a recording of the [Launching MOP-Opening Memberships Online webinar](#) presented by the Internet Retailer Support Center (IRSC).

Pick #5: [I am interested! How do I go to get started with my new MOP site?](#)

Getting started with a MOP site is easy! Go to the IRSC website at irsc.cuanswers.com and select the Store. Then in the [Membership Opening category](#) add the “MOP (Membership Opening Process)” to your cart. Don’t forget to also add “Add Experian Precise ID” and “Add Funding to Membership Opening” too. That will let the IRSC know you are ready to get started.

[Refer to the Tricks of the Trade Newsletter Series page](#) to review previous issues in the *Tricks of the Trade*.

