

# KEYSTONE

## Extra

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### In This Issue:

Page 2

**The Financial Check-In:  
Get Personal with Your  
Lending Marketing**

**Association "Angels" Donate  
Gifts for Needy Children**

Page 3

**Are You on Target?**

**Are You Tech Savvy Enough?**

**A \$247,524 Gift from  
Invest in America's  
Sprint Program**

Page 4

**Credit Unions in the News**

**Events Calendar**

## Counting Our Credit Union Blessings

The holiday season traditionally begins with the Day of Thanksgiving, and ends soon after bells ring in a new year. During this season of peace, joy, and goodwill, we take time to reflect on the many things credit unions and the Association are thankful for.

The nearly 500 credit unions in Pennsylvania serve more than 3.7 million members, which is a small part of the national credit union movement that now serves more than 98 million Americans. Credit unions are dedicated to helping their members maintain or achieve financial independence. The efforts of providing financial education tools reach beyond the membership and extend into schools and communities.

Credit unions demonstrate their *People Helping People* philosophy by supporting local charity and community service organizations throughout the year, as well as credit union-sponsored programs such as Credit Unions 4 Kids (CU4Kids), which benefits Children's Miracle Network Hospitals. With credit union and vendor support, the Pennsylvania Credit Union Foundation helps credit unions and other organizations by assisting with small credit union programs and activities; providing disaster relief grants to credit unions; partnering with schools, community centers, and the workplace through financial literacy; and more.

Thousands of volunteers serve on credit union boards and committees, sharing their time and knowledge to guide their credit unions in meeting the financial needs of their members. There are approximately 86,000 credit union volunteers in the United States.

Credit unions face many challenges on the regulatory front but they are getting

more involved in political action and participating in calls to action, comments, and testimonies to protect the credit union movement and consumers.

The Pennsylvania Credit Union Association is thankful for the support of Pennsylvania credit unions that work together in the cooperative movement. The power of cooperation strengthens success in achieving excellence. The Association staff work in the best interest of member credit unions to provide efficient service, and promote the benefits of credit union membership, as well as the services provided to schools and communities to the media, as well as federal and state legislators and regulators.

We all can be thankful for the credit union movement which provides us with jobs, but more than that, the system is safe and sound for members, is a source of stability in the economy, and upholds the ideals of "not for profit, not for charity ... but for service."



## The Financial Check-In: Get Personal with Your Lending Marketing

By Karim Habib, Director of Lending for CUNA Mutual Group

Personal, one-on-one service is a cornerstone of the credit union brand. But not enough credit unions extend the personal touch into their lending marketing. Mass marketing, such as media ads, treats all members the same. Get personal with your lending marketing—it's the best way to know you're offering members what they really need, especially in a changing technological environment with social media and mobile banking. A great tool for establishing a direct link is the "financial check-in."

Every credit union defines its own version of a financial check-in, depending on its member profile and its staff's capabilities. Credit unions with successful financial check-in programs, however, tend to do most of these things:

### 1. Pursue the Primary Goal of Learning, Not Selling.

Yes, you should be offering a benefit in return for a sale as part of your check-in (see quality #2). But the underlying purpose of contacting members is to find out what they need that your credit union can provide. This isn't a simple task. You must respect your members' time and privacy. For example, asking point-blank questions about marital/family status isn't always possible or advisable.

However, you can learn to quickly and respectfully engage members in a conversation. It could be as simple as asking, "When was the last time you had your insurance or wealth management portfolio reviewed by a professional?" Or, "Have there been any job or family changes recently that made you think it might be time to review your financial situation and options—like retirement plans, savings, new home or vehicle purchases, that kind of thing?"

The key is approaching cross-selling as a process of learning enough about members to educate and offer them useful, relevant solutions. This is healthy mindset for employees, as opposed to pressuring them to push products.

### 2. Make a Good Opening Offer.

Most members won't have the time or patience for a general, "Just calling to see what's up with you..." call. It also won't cut it to call every member with the same generic offer.

Lead your calls with a tangible benefit based on a segmented campaign. An auto loan recapture campaign is one example. If you're offering members whom you know have a competitor's auto loan a better rate and/or lower payment (as most members are payment driven), and maybe a small gift such as a gas card or 1% cash back on transferred loan amount(s), you're probably not wasting that person's time. And once you've got

their attention, you can ask strategic questions about their other needs.

### 3. Establish an Outbound Calling Program.

Calling members is a cost-effective method of conducting financial check-ins. If you don't have a dedicated call center, you can still run a worthwhile campaign with your lending staff calling, say, seven members per week—one every day. That's all. You'll be surprised at how well this can work.

### 4. Focus on the Most Loyal Members.

Some credit unions focus lending marketing on members who have only one or two relationships. Focus at least some of your financial check-in campaigns on members who have the most relationships with you. Don't take them for granted, and don't assume they won't be willing to move even more business your way. These members have already demonstrated their loyalty.

### 5. Make the Most of Every Lending Opportunity.

As the lending business shifts more to remote channels, lenders can't afford not to use every touch point with members to learn more about their financial situations. Loan closings, for example, are a perfect time for a financial check-in.

Learn whether payment protection is a viable option for the loan. Or maybe you can save the member money through a refinancing or by beating a competitor's rate on an existing loan. So many possibilities—for those who are willing to simply ask.

## Association "Angels" Donate Gifts for Needy Children



Thirty children in the Harrisburg area will receive Christmas gifts, courtesy of staff members from the Pennsylvania Credit Union Association. Through the Salvation Army's Angel Tree program, employees purchased clothing items and toys for needy children. The Association participates in community projects throughout the year, including Meals on Wheels, Ronald McDonald House, Breast Cancer Walk, Adopt-a-Highway, and much more.

## Products & Services

### Are You on Target?

You've got a lot going on, and the need to assess your marketing efforts and move quickly to keep pace with the market never lets up. With so much on your plate, we want you to know that measuring your marketing efforts can be quick and easy when you utilize [CUAnalyzer](#), a service provided to you at no charge from the Pennsylvania Credit Union Association.



Using the Member Value Analytics tool in [CUAnalyzer](#), you'll find three Return to Member (ROM) measurements. With this ROM index, you can quickly analyze your credit union's member service levels in regards to core credit union functions: lending, savings, and product usage.

Additionally, under the Professional Packets section, the Marketing Manager report takes a look at member growth, accounts per member, penetration levels, and more. View [sample marketing reports](#).

Don't miss your target! Take advantage of [CUAnalyzer](#) today. If you have any questions about [CUAnalyzer](#), contact your Association [Account Executive](#).

### Are You Tech Savvy Enough?

As technology becomes more of an integral part of how financial institutions operate, IT services can account for as much as 70 percent of total spending, depending on the scope of services implemented. As credit unions continue ongoing efforts to curb unnecessary expenses, they must keep a watchful eye on their IT service contracts to make sure they are getting the most cost-effective tools to meet their goals.

Negotiating through the complexity of IT service contracts can seem overwhelming, especially when you consider that a typical ATM/debit card processing contract alone contains between 50 and 60 line items. But if you don't review these important contracts on a regular basis, or the person tasked with this responsibility is inexperienced or doesn't have sufficient time to be thorough, it can cost the institution in a number of ways.

Some credit unions are hesitant to challenge their contract costs and/or terms for fear of a resulting ven-

dor change or system conversion that could inconvenience staff and members. However, the truth is a contract review does not necessarily lead to a new service provider. If your credit union is receiving good service and you are happy doing business with an existing vendor, a contract review can result in better terms and a higher level of service.

Read this [case study](#) to find out how Westmoreland Community FCU was able to save more than \$300,000 by reviewing long-standing service contracts.

For more than 35 years, [JMFA](#) has been recognized as one of the most trusted names in the industry, helping financial institutions to enhance their bottom line with programs and services designed to increase income or reduce expenses. For more information about [JMFA](#), contact your Association [Account Executive](#).

### A \$247,524 Gift from Invest in America's Sprint Program

You've heard all year long how members can save on their cellular service through Invest in America's Sprint Member Discount Program. Now it's time for you!

Credit unions across Pennsylvania are receiving a surprise in their mail boxes this December—Sprint's annual marketing incentive checks. Addressed to 115 participating credit unions, checks totaling \$247,524.36 are due to arrive just as Santa is set to slide down the chimney.

The Sprint program offers exclusive member discounts to members that help drive membership value and earn your credit union an annual incentive check for your participation. It's quite simple, and requires little of your marketing team—free marketing materials for statement mailings, Web site and in-branch distribution.

Missing your holiday surprise? For more information and enrollment forms, visit [www.lovemycreditunion.org](http://www.lovemycreditunion.org) and select the Partner Center, or contact your Association [Account Executive](#) to get started today.



**Don't miss the deadline for the Association's 2014 awards & scholarships. All nominations, applications, and entries are due December 31.**

**Click [here](#) for more information.**



American Heritage FCU 65th Anniversary Sweepstakes winner William Lyle (center) celebrates his good fortune with Ben Franklin, Betsy Ross, and AMHFCU President/CEO Bruce Foulke during the credit union's Annual Grand Illumination festivities.



Janeene Hesling, Carol Laemmerhirt, and Lori Utegg of North East Welch FCU assisted in collecting unwrapped gifts for the credit union's Project Love Tree.



Cornerstone FCU's Director of Lending Roxane Kain, and Financial Service Specialist Carolyn Gantz, display some of the gifts donated for the Be a Santa to a Senior program.



First Capital FCU, York, raised \$1,041 for the Lehman Center crisis nursery, through a basket raffle at its employee holiday party.



Washington Area Teachers FCU participated in the Salvation Army's Treasures for Children Program this year, and collected 50 gifts.

Freedom Credit Union, Warminster, and 95.7 BEN-FM have awarded Lakeview Elementary teacher Christie Crispin \$500 for being voted 95.7 BEN-FM's Teacher of the Month for October.



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**December**

25  
Christmas Day  
Federal Reserve Bank  
Holiday

**2014**

**January**

1  
New Year's Day  
Federal Reserve Bank  
Holiday

19-22  
CEO Summit, Key West, FL

20  
Martin Luther King, Jr.  
Birthday  
Federal Reserve Bank  
Holiday