

**MICHIGAN CREDIT UNION LEAGUE (MCUL)
CU DIFFERENCE COMMITTEE
MCUL LANSING & LIVONIA OFFICE
AUGUST 25, 2009
MINUTES**

I. CALL TO ORDER

The meeting was called to order at 10:01 a.m.

II. ROLL CALL

CU Difference Committee members participating were: Heather Bade, Danielle Brehmer, Darren Cameron, Dennis Christensen, April Clobes, Philip Cooper, Sarah Doll, Lisa Fawcett, Carrie Iafate, Amy McGraw, Barb Ostroski-Enos, Jennifer Shew, Janet Thompson, Lauren Vance, and Scott Williams.

The following MCUL/CUcorp staff also participated: Dave Adams, Mike Bridges, Maureen Lafrinere, and Lee Ann Mares

The following Committee Members were absent: Karen Church, Jessica Diedrich, Sarah Ermatinger, Richard Gatiss, George Isola, Paul Mayville, Chris Overbeek, Cutter Phillips, John Rupert, and Fred Schuster.

The following people also participated: Rex Bulgrien, Mia Collins, Emily Fricks, Glen Goen, Suzanne Miller, Sue Postemski, Neetu Singh, Pam Swope, and Carrie Tonkin.

III. MINUTES

A. **IT WAS MOVED, SUPPORTED AND CARRIED** to approve the February 18, 2009 Meeting Minutes as presented.

B. **IT WAS MOVED, SUPPORTED AND CARRIED** to approve the June 10, 2009 Meeting Minutes with the following change: Barb Ostroski-Enos participated.

IV. REPORTS

A. Chairman Darren Cameron

Darren Cameron asked for feedback during this portion of the meeting because we are continuously looking for improvements to the campaign. Various participants shared the opinions of vendors and ads.

B. MCUL President & CEO/Committee Ex-Officio David Adams

Dave Adams led off with thanking the committee members for their support of the campaign along with Darren Cameron's leadership.

We continue to be in extraordinary times. Credit unions make it easy for the League to represent them. We've networked with the Republican Party up north and they only have positive things to say about credit unions. The opportunity is there and with rare criticisms in a campaign but we've come as close to a well run campaign as we can in Michigan.

B. MCUL President & CEO/Committee Ex-Officio David Adams (continued)

There are a lot of other great programs we may be able to weave into the campaign, most noteworthy right now is the Save to Win pilot with eight credit unions. We've held a couple of webinars to see if we can get a broader group of credit unions to support this idea of a cash prize raffle to motivate people to save who wouldn't normally save and create a great catalyst for new membership and deposit accounts for credit unions. If we can get 50 to 100 credit unions in Michigan to support the save to Win concept the cooperative benefits of pooling the prize money and funding for the program as well as getting the cooperative message out there about how credit unions are encouraging people to save and are making it easy to save. We are not ready for this to happen but somewhere down the road there is a possibility of a portion of the campaign going to support cooperative advertising.

He looks forward to another great campaign in 2010.

V. **INFORMATIONAL ITEMS**

A. 2009 Feedback

The campaign wrapped up final markets in late June. Credit unions are happy supporting the campaign and members are recognizing the marketing pieces.

One committee member shared that a vendor opened an account with the credit union because they felt more comfortable with credit unions. Another credit union received a call from their vendor who didn't know much about credit unions and wanted to know more. This gave the staffer an opportunity to educate the vendor on the differences between a bank and credit union.

Members are calling repeatedly for new incentives the credit union may be offering . It was believed that there is more traction having the campaign tied to a product.

Another committee member mentioned they wished the ads ran longer in the Detroit area as they saw less interest when the ads stopped.

B. Research Study

The survey is underway and the questions from the last survey are being used again for this survey with the addition of some Invest in America questions. We expect to have the results in mid-October. We plan to present the results at the November meeting.

C. 2009 Funding Summary

The July 31 chart was reviewed.

D. MCUL Fee Rebate Results

Mike Bridges stated that credit unions are critical in helping the automotive industry. Leasing is building slowly but automakers specifically asked for our help.

Over 100 credit unions contributed all or a portion of their 2009 MCUL fees rebate to the 2010 CU Difference campaign totaling over \$158,420.

This year's campaign brought in 44 new credit unions that had not contributed in 2009. They are seeing a value in the CU Difference campaign.

E. Preliminary 2010 Media Strategy

We have three proposed messages (general awareness, Invest in America, and Save to Win spots. We are looking at using both radio and TV if possible with 8 to 10 weeks minimum with top-rated stations in each market.

We will be focusing on the chapters for the 2010 campaign. We find that when the chapters work together there is higher participation. The MCUL league representatives will be requesting time during the chapter meetings as participation rates go up 65 percent when the campaign is discussed in the group setting.

The campaign will start with a letter during budget time with invoices being included in the membership packet mailed the middle of November. We plan to have some peer-to-peer contact in December with weekly e-mail and videos every Monday in January.

The message will be reinforced during the District coordinating call in November or December through presentations by the League representatives at chapter meetings.

The fund-raising plan includes a September letter to ask CEOs to consider funding the campaign in their budget talks. It will include the 2010 request (less any rebate credited from the 2009 MCUL membership fees) with a contribution deadline of January 29, 2010. The letter will make the point of the value of marketing and the campaign.

Then the anticipated mailing date of the membership packet will be November 15. The mailing will include a fair share request and any rebate credit on the fees invoice. A separate letter/brochure for the campaign will be personalized with the amount due and how to pay. Details of the media plan such as when and focus of advertising will be included along with an executive summary of the research results.

In December a peer-to-peer letter will be mailed for large, mid-size and small asset size credit unions signed by CEOs from their group.

January through February 1 follows with weekly e-mails to credit that have not already paid with different focuses each week. Week one focuses on amount need for solid buy versus amount received. Week two highlights research results. Week three will be CEOs sharing their reasons for supporting the campaign. Week four addresses consumer skepticism of credit unions, IIA, etc and how the campaign dispels these myths. The last week will be to all credit unions with amount raised, and thanking the supports (a list by chapter will be included) and a last call for contributions.

F. Next Meeting

Next CU Difference Committee meeting is scheduled for November 18 at 10:00 a.m. in the Lansing and Livonia Michigan Credit Union League offices or via phone/Web.

VI. ADJOURNMENT

IT WAS MOVED, SUPPORTED AND CARRIED by consensus to adjourn the meeting at 10:55 a.m.