

ENTRY FORM

Please complete and return two copies of this form with your payment and electronic entry. (Entries may also be e-mailed to MichiganMarketingAwards@mcu.org.) This form is available online at www.mcu.org keyword: MarketingAward. **If you enter a piece in more than one category, make sure you complete the requirements and entry form for each category. Judges will not cross-reference pieces from one entry to another.**

General Information

Category:

- | | | |
|--|---|--|
| <input type="checkbox"/> 1. Business/SEG Development | <input type="checkbox"/> 6. Miscellaneous | <input checked="" type="checkbox"/> 11. Radio |
| <input type="checkbox"/> 2. Complete Campaign | <input type="checkbox"/> 7. Newsletters | <input type="checkbox"/> 12. Segmented Marketing |
| <input type="checkbox"/> 3. Direct Mail | <input type="checkbox"/> 8. Outdoor | <input type="checkbox"/> 13. Television Ad |
| <input type="checkbox"/> 4. Web Site Marketing | <input type="checkbox"/> 9. Point of Sale | |
| <input type="checkbox"/> 5. Membership Packets, Brochures, or Booklets | <input type="checkbox"/> 10. Print Ad | |

Title of Entry: E+A Credit Union - Dave Rousey Endorsement

Credit Union Asset Category:

- | | |
|--|---|
| <input type="checkbox"/> Less than \$40 million | <input type="checkbox"/> \$75 million-\$150 million |
| <input type="checkbox"/> \$40 million-\$75 million | <input checked="" type="checkbox"/> \$150 million and above |

Credit Union to be Named on the Award (Please print exact way to appear on plaque, including upper and lower case):

E+A Credit Union

Mailing Address: P.O. Box 610908

City: Port Huron State: MI Zip: 48061

Name of Person Submitting Entry: Jenny Bulgrien

Telephone: (810) 989-4137 Ext. _____ Fax: (810) 989-2461

E-mail: jbulgrien@earu.org

Agency (if applicable): N/A

Objective: To reinforce that E+A is a safe + secure financial institution

Target Audience (Who are your members?): (See Attached)

Market/Competitive Factors: (See Attached)

Total Costs: \$4,000 (June - October)

Production Costs (writing, design, printing, recording, etc.): \$3,000 = WPHU Production + Sponsorship

Placement Costs (media or mailing costs): \$1,000 Dave Rousey Talent fees

Results (if required) (See Attached)

For This Piece/Entry Only _____ For Complete Campaign _____

Marketing Goal (\$ or #): _____ Base Figure (\$ or #): _____

% of Marketing Goal: _____

PAYMENT FORM

Please submit your payment, two copies of each entry form, and electronic entry to the address below. (Electronic entry may also be sent to MichiganMarketingAwards@mcu.org.)

Entry Fee: \$75.00

Payments and Fees

Number of entries 4 @ \$75.00 each = \$ 300.00

Payment must accompany the entry forms with check/share draft payable to the Michigan Credit Union League.

Mail to: Michigan Credit Union League

Attention: Karen Biestek

38695 W. Seven Mile Road, Suite 200

Livonia, MI 48152

Questions or Problems - Call Karen Biestek at 800-262-6285 x536 or e-mail at MichiganMarketingAwards@mcu.org.



Title: E&A Credit Union- Dave Ramsey Endorsement

Promotional Dates: June 2009- ongoing

Message: E&A Credit Union is a safe and secure financial institution that you can trust.

Goals/Objectives:

1. Objective- Reinforce the message to members and non-members within the community that E&A Credit Union is safe and secure.
2. Objective- Encourage non-members within the community to join the credit union by highlighting some of the benefits of membership.
3. Objective- To utilize a well-known figure within the financial world as our voice talent.
4. Objective- To secure financial institution exclusivity during the “Dave Ramsey Show” on WPHM (we are the only financial institution allowed to advertise during his show).
5. Goal- Increase number of members by 2% (640 members) between June 2009 and October 2009.

Target Audience: Members and non-members within St. Clair County.

Market/Competitive Factors:

1. Declining local economy. The unemployment rate for St. Clair County was 18.7% in August and continues to be well above Michigan’s average.
2. Our community includes several large banks and some community banks.
3. With the downturn of the economy and more and more bank failures on the rise, people are looking for somewhere safe and secure to keep their money.

Strategy/Promotion:

Our strategy behind the Dave Ramsey endorsement was to utilize someone who is well known within the financial world. We feel that he is someone that represents the credit union movement and helps people to make better financial decisions in their lives. This is a perfect fit with the E&A brand and mission of guiding our members to a better financial way of life.

“Dave Ramsey is everywhere! Whether it's on radio and television or in books and newspapers, Dave is spreading his message of debt-free living through all forms of media. Each day, he offers callers and readers life-changing advice on how to beat debt, build wealth, and change their family trees forever.” www.daveramsey.com

Channels:

1. Radio- WPHM-AM

Results (June 2009- October 2009)

Total Costs= \$4,060 (cost includes WPHM Exclusive Sponsorship of the Dave Ramsey Show and Talent Fees)

Marketing Goal= Increase number of members by 2% (640 members) between June 2009 and October 2009.

Total number of new members between (06/01/2009-10/31/2009) = 2,152 members

% of Marketing Goal= 336%

E&A Credit Union
Special Copy for Dave Ramsey
May, 2009

:60

Hello folks, Dave Ramsey here and I want to talk to you about your financial way of life. Does your financial institution care about your financial way of life? Think about it for a moment--is their goal a better financial future for you; or them? You should do your banking at a place that you can trust because you know they care about YOU. And let me tell you--that place is E and A Credit Union! They are member-owned, have deep roots in the community and they have one goal in mind--guiding their members to a better financial way of life. If you're not a member, it's easy to join--I guarantee that you'll fall in love with their "people helping people" attitude. Plus, they've got excellent savings options, free checking, and convenient e-services; things you'd expect from a financial institution you can TRUST. For more information, or to join E&A Credit Union, stop by a branch or call 800-356-EACU. You can also visit them on the web at EACU dot org. Member NCUA, Equal Opportunity Lender.

E&A Credit Union
Special Copy for Dave Ramsey
September, 2009

:60

Hi folks, Dave Ramsey here, and for the past few months I've been telling you about E and A Credit Union, and how they always put you, their member, first. Well, has it sunk in at all? Have you become a member yet? There has never been a better time to join, that's for sure. Even in these tough economic times, E and A has remained as safe and strong as ever, and they are still lending money to those who need it. They are like a lighthouse in the middle of a stormy ocean, guiding you to a better financial future. And don't worry--E and A has all the convenient services you need, like online banking, online bill pay and e-statements. Plus, with Shared Branching, you can walk into over 90 credit unions in Michigan and conduct transactions on your E and A accounts. You can't beat that! For more information, or to join E&A Credit Union, stop by a branch or call 800-356-EACU. You can also visit them on the web at EACU dot org. Member NCUA, Equal Opportunity Lender.

Dave Ramsey Radio Endorsement

Hello folks, Dave Ramsey here and I want to talk to you about your financial way of life. Does your financial institution care about your financial way of life? Think about it for a moment--is their goal a better financial future for you; or them? You should do your banking at a place that you can trust because you know they care about YOU. And let me tell you--that place is E and A Credit Union! They are member-owned, have deep roots in the community and they have one goal in mind--guiding their members to a better financial way of life. If you're not a member, it's easy to join--I guarantee that you'll fall in love with their "people helping people" attitude. Plus, they've got excellent savings options, free checking, and convenient e-services; things you'd expect from a financial institution you can TRUST. For more information, or to join E&A Credit Union, stop by a branch or call 800-356-EACU. You can also visit them on the web at EACU dot org. Member NCUA, Equal Opportunity Lender.

Please refer to MP3 file included with entry.