

## 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](http://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 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 checked="" 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: MSU Federal Credit Union Student Website: Financial 4.0

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):

Michigan State University Federal Credit Union

Mailing Address: 3777 West Road

City: East Lansing State: MI Zip: 48823

Name of Person Submitting Entry: Andrea Alburta

Telephone: 517-333-2436 Ext. - Fax: 517-333-2253

E-mail: aalburta@msufcu.org

Agency (if applicable): N/A

Objective: To better educate university students on financial matters

Target Audience (Who are your members?): in new and interesting ways/ Michigan State University students

Market/Competitive Factors: many banks & credit unions vying for msu student

Total Costs: \$34,500. accounts, introduction/expansion of OFCD in area

Production Costs (writing, design, printing, recording, etc.): \$33,800. - (salaries & equipment)

Placement Costs (media or mailing costs): \$700. - (mailing & adr)

Results (if required)

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 11 @ \$75.00 each = \$ 825.-

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.

# MSU Federal Credit Union's FINANCIAL 4.0

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## LATEST BLOGS

- How to Give Amazing and Memorable Presents on the Cheap**  
by NikkiC
- Are you getting what you pay for?**  
by LaurenLeigh12
- Enjoy your life...**  
by Hawk16
- I wanna save money too! But how?**  
by Stephy7
- The Economy Bites**  
by RushRushRobert

## FEATURED VIDEO



**Avoiding the Chaos**  
by Hawk16

## WELCOME TO MSUFCU'S FINANCIAL 4.0!

We get it: you think finances are boring. We're here to change that.

Want to survive college without going broke? Want to learn how to become a millionaire by the age of 30? Need to figure out how to get out from under a mountain of credit card debt? We all do. That's why this website was born.

Created by MSU students for MSU students, Financial 4.0 will feature money-related topics in a way that won't bore you to death.

Go ahead—don't be shy, click around and see what sparks your interest. We've got everything from blogs to the chance to win cash and prizes to resources like financial podcasts and debt calculators, and we're just getting started.

Learn from our mistakes, take our advice, give us feedback, and figure out how to get your finances on track. We'll be adding new stuff all the time, so be sure to keep coming back throughout the semester.



### GO GREEN! GO WHITE! THE MSUFCU FINANCIAL 4.0 CREW



## What's New

- Enter to Win a \$50 AmEx Gift Card!**  
Got an MSUFCU VISA Check Card? Got a camera? Put them to use for a chance to win great prizes!
- MSU Winter Grad Specials**  
Graduating this month? Be sure to check out MSUFCU's freebies and specials only available for winter '09 MSU grads.

## Upcoming Events

- Winter Farmers Market**  
Wed, December 16
- Lansing City Market**  
Thu, December 17
- Meijer Holiday Hoops Invitational**  
Sat, December 26

## FEATURED PHOTOS



**Pumpkin Carving**  
by LaurenLeigh12

## PHOTO CONTEST



Submit your photo for a chance to win \$50 and other weekly prizes!

## POLL

What social media site do you use the most?

- 79% - Facebook
- 07% - Twitter
- 14% - YouTube
- 00% - Blogger
- 00% - Flickr
- 00% - MySpace
- 00% - Other

Total Votes: 14