

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.mcul.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 checked="" 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: Angel Savers Quarterly Newsletter

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 CATHOLIC CREDIT UNION

Mailing Address: 255 E MAPLE RD

City: TROY State: MI Zip: 48083

Name of Person Submitting Entry: LISA M. CLEARY

Telephone: 248-699-7400 Ext. 1518 Fax: 248-693-3411

E-mail: LCLARY@michcathcu.org

Agency (if applicable): N/A

Objective: To engage youth members in quarterly promotions / provide fun & educational newsletters

Target Audience (Who are your members?): members ages 0-12 years old

Market/Competitive Factors: sent to 2,750 members each quarter

Total Costs: _____

Production Costs (writing, design, printing, recording, etc.): writing/design: in-house ^{printing included in package price} of monthly statements

Placement Costs (media or mailing costs): mailing: \$1163.50

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 1 @ \$75.00 each = \$ 75.00

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.



Youth Week Wrap-up

This year Youth Week was a great success! **140** Angel Savers visited our branches on Youth Day, and all together Angel Savers saved more than **\$162,800!**

Keep reading your quarterly newsletters and check our website for updates on summer programs we'll be offering at our branches.

Design-a-Dollar Contest Winners

- Troy Branch
- Megan W, 9 yrs old
- West Bloomfield
- Avery W, 9 yrs old
- Lake Orion Branch
- Ireland B, 7 yrs old
- Ann Arbor Branch
- Maria D, 12 yrs old
- Rochester Branch
- Samantha H, 12 yrs old

- Lansing Branch
- Lisa H, 8 yrs old



\$50 Cash Youth Day Deposit Winner
Aaron P, 11 yrs old

Make some Money this Summer!

Summer's a great time to earn money for kids like you since you don't have school or homework every day. Below are a few summertime tasks that may result in some cash in your pocket. And remember, you should always check with a parent before you start a new project.

- 1) Help neighbors while they're away.**
When neighbors or friends go away, you can help out by watering plants and getting their mail for them.
- 2) Pets need help in the summer too!**
Summers are busy for everyone. When people go on vacation, they need someone to feed their pets and let them out. You can help by playing with them and walking them.
- 3) Clean and make money at the same time!**
Do you have some things you can get rid of? Clean your room and see what you're willing to sell and have a garage sale. Ask your parents if you can keep the money you make!
- 4) Beautify your yard.**
Help your parents out by doing small things in the yard--like pulling weeds, trimming bushes, or watering plants.

Remember:
Even if you don't get paid, you're still helping someone!

Parent Corner

MCCU says "Education first!"

MCCU recently launched a new program designed to educate teens about checking accounts and debit cards. These can be confusing products, so that's why MCCU educates students BEFORE they need a checking account. "Financial Boot Camp" focuses on the "HOW"s of a checking account: how to write a check, balance a check register, and use an ATM. MCCU believes that financial education is a shared responsibility and with preparation, students will excel at handling their finances. If you have a teen and are interested in "Financial Boot Camp," contact us at 1.866.669.6228 and ask for Business Development.

1.866.669.6228
www.michcathcu.org



ARTISTS WANTED!



We are holding a contest for our Angel Savers to help us make the Credit Union's 2009 Christmas cards. Every year we receive lots of entries with excellent designs!

Two winning designs will be chosen: one from all entries by kids 1-7 years old, and one from all entries by kids 8-12 years old.

The winners' artwork will be made into real Christmas cards and mailed, and will be featured in our Winter 2010 newsletter. Each winner will receive a special award and a \$25 gift!

Go to www.michcathcu.org and click on our Youth Programs logo to print your entry form. Pay special attention to the instructions on the entry form; it explains all the rules!

All entries are due at any MCCU branch by Friday, October 30th.

Please contact Business Development at 1.866.669.6228 with any questions.



International Credit Union Day October 15, 2009

Why celebrate credit unions?

Credit unions are an important part of communities all over the world. Credit unions are different than other types of financial institutions because the people who belong to a credit union, like you, are the OWNERS of the Credit Union.

Credit unions also do many things for the communities they serve, like raising money for charity and donating food and clothing to those in need. Here are just a few of the things that MCCU has done in the last year to help those in our communities:

- Host Clothing Drives for St. Vincent de Paul
- Provide gifts for children at Catholic Social Services
- Collect backpacks and school supplies for kids
- Host Blood Drives for the American Red Cross

Parent Corner

MCCU Launches New Teen Cents Website!

Attention Parents: Check out our new Teen Cents website! It is filled with financial articles, interactive quizzes, podcasts, and more! Help your teen prepare for college, plan for life events and manage their money, all through our website. Go to our webpage at www.michcathcu.org and click on the NEW TEEN CENTS WEBSITE icon. Let us know what you think by emailing TeenCents@michcathcu.org.



Autumn Wordsearch

apples leaves school
 football October sweater
 harvest Halloween Thanksgiving
 scarecrow

Hint: Answers are horizontal, vertical, and diagonal and may appear backwards!
 Answers appear in the Answer Section on this page.

t l l a b t o o f n p h l t m
 n h p t b x g p e r a r e j d
 h r a m s y s k y l f e a f s
 r d p n o c h l l p f b v q c
 m w n x k e v o u b u o e u a
 e v x j w s w d x l y t s w r
 q z j e q e g n a d p c l n e
 a p p l e s r i u m b o x i c
 h d s n c w s b v y o t k i r
 p m c h p q e p a i c v n a o
 j h h r k y y y y i n r h h w
 z o o y d c r a k i n g q j f
 l p o x s w e a t e r g t n x
 i b l h e q q v g r d s s z r
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(S₁ (C₂ (R₁ (A₁ (M₃ (B₃ (L₂ (E₁

There are a lot of words that mean "money." Below is a list of mixed-up coin names and other words that mean money. Unscramble the letters to get the words. If you need help, ask a grown-up. The answers are in the Answer Section.



1. MDIE _____
2. NCAHGE _____
3. KLINEC _____
4. NOCIS _____
5. SHCA _____
6. RQUTREA _____
7. NENYP _____



Federally insured by the NCUA

Answer Section

Word Scramble Answers:
 1. DIME 2. CHANGE 3. NICKEL 4. COINS
 5. CASH 6. QUARTER 7. PENNY

