

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 type="checkbox"/> 11. Radio |
| <input type="checkbox"/> 2. Complete Campaign | <input type="checkbox"/> 7. Newsletters | <input checked="" 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: _____

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 EAST MAPLE ROAD

City: TROY State: MI Zip: 48083

Name of Person Submitting Entry: MARY KENNEDY

Telephone: 248-689-7400 Ext. 1521 Fax: 248-693-3411

E-mail: MKENNEDY@MICH.CATHOU.ORG

Agency (if applicable): _____

Objective: CREATED SALES TOOL TO HELP ATTRACT PARISH ACCOUNTS

Target Audience (Who are your members?): CATHOLIC PARISHES

Market/Competitive Factors: COMPETE WITH BANKS & OTHER C.U.'S

Total Costs: \$200

Production Costs (writing, design, printing, recording, etc.): IN HOUSE DESIGN, \$200 PRINTING

Placement Costs (media or mailing costs): HAND DELIVERED

Results (if required) 3 NEW PARISH ACCOUNTS, DEVELOPING RELATIONSHIP WITH OTHERS

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

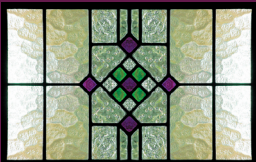
Payments and Fees

Number of entries 1 @ \$75.00 each = \$ 75.00

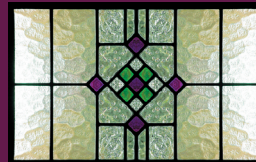
Payment must accompany the entry forms with check/share draft payable to the Michigan Credit Union League.

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.



Not for Profit, Not for Charity, but for Service



The Parish Advantage

Michigan Catholic Credit Union

Serving the Greater Good, Not the Bottom Line

“The economic sphere is...part and parcel of human activity and precisely because it is human, it must be structured and governed in an ethical manner.”

Pope Benedict XVI

Love and credit unions function in the same manner, said Pope Benedict XVI on July 7th, 2009 in his third encyclical, “Charity in Truth,” which focused on the economy, business and finance. In the wide-ranging commentary he cited credit unions as an example of ethical and humanitarian institutions that foster human development.

Pope Benedict wrote in Article #65 that “If love is wise, it can find ways of working in accordance with provident and just expediency, as is illustrated in a significant way by much of the experience of credit unions.”

The 82-year-old Pontiff was born in Germany, “where the first credit society in the world was established in 1849 by Frederick Raiffeisen, the mayor of a small town. Raiffeisen devised a credit society to help people help themselves instead of relying on charity from land barons. In 1852, Raiffeisen and Hermann Schulze-Delitzsch established the first true credit unions in Germany.”¹

¹Credit Union National Association



For more details please call: 1.866.669.6228 or or email mccumain@michcathcu.org.

1.866.669.6228



www.michcathcu.org

Michigan Catholic Credit Union

A Full Service Cooperative Financial Institution

Serving the Catholic Community Since 1956

Michigan Catholic Credit Union is a full service not-for-profit financial institution. It offers affordable, quality financial products and services to meet the needs of your parish, your staff and your parishioners. Founded in 1956 MCCU is owned by its growing membership. Established by and for the Catholic Community, MCCU is uniquely qualified to provide financial products and services tailored to meet the needs of Catholic parishes and schools.

The Board of Directors is made up of qualified member volunteers. They are active in the credit union’s growth and development within the Catholic Community. Their participation ensures that the Credit Union always keeps its members’ best interests as the number one priority.

Michigan Catholic Credit Union has grown by nature of it’s strong ties to the communities it serves. It actively supports Catholic education and Catholic charities. MCCU remains dedicated to contributing to the greater good and enriching the quality of life for everyone.

Currently, MCCU serves more than 35,000 individual members and many of those members’ business accounts.

Where Catholic Parishes Belong





Michigan Catholic Credit Union (MCCU) is strong and secure. But, we know that you want more than safety right now. You want a real financial partner. A partner that will lend responsibly, be a trusted financial advisor and provide rates and services that can be counted on in good times and bad times. That is our pledge to you.

Checking

What does it cost you to use your current financial institutions' checking product? Michigan Catholic Credit Union's checking is the perfect tool for managing your day-to-day financial needs and obligations at an affordable rate. To calculate your parish's potential savings, visit www.michcathcu.org, MCCU's website; click on Business; then click on Parish Accounts.

- No Minimum Balance
- No Monthly Maintenance Fee
- No per Item Fees
- Free Cyber-Statements (*on-line statement access*)
- Free Online Bill Payment
- Free MasterMoney Business Debit/ATM card
- Up to \$50 Credit on first check order



Secure 24/7 Account Access Using MCCU's Electronic Services.

- On-line • Audio • ATM/Debit Card •
- Business VISA® Credit Card •

E-Basket: Online Offerings

Our E-Basket program allows you to increase your parish's cash flow. This program will significantly reduce the weekly task of counting cash and check donations and decrease administrative expenses.

Your parishioners will appreciate the simplicity and convenience of E-Basket:

- Donations are drawn from parishioner's personal account
- Donations can be set up on a weekly, bi-weekly, monthly, or one-time basis - Parishioners are also able to discontinue electronic donations at their discretion.
- Contributions can be made to other collection funds - i.e. mission funds, building funds, etc.
- Online reports showing collection funds are available

Merchant Services

Accept donations, pledges, tithes, payments for parish events and fundraisers such as auctions and festivals by credit card.

Michigan Catholic Credit Union's partnership with EC Metro, one of the country's largest credit card processors, allows us to provide you with a group discount rate that can save your parish 10% to 30% on your current merchant services fees.

- Customized programs to meet your parish's specific needs
- Personalized service from a dedicated account manager
- Competitive rates with NO hidden fees
- State-of-the-art equipment and technology
- 24-hour Help Desk; quick response times
- No long-term contract commitment
- Expert account set-up ensuring bankcard compliance
- Education and assistance in protecting the parish against fraud and charge backs

