

## 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@mcuul.org.) This form is available online at [www.mcuul.org](http://www.mcuul.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, etc. Packets | <input type="checkbox"/> 10. Print Ad              |  |

Title of Entry: Telcom Fuse the Feed 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):

Telcom Credit Union

Mailing Address: 44575 W. Twelve Mile Rd.

City: Novi State: MI Zip: 48377

Name of Person Submitting Entry: Tyler Ross

Telephone: 248.596.4488 Ext. \_\_\_\_\_ Fax: 248.596.4588

E-mail: rossst@telcomcu.com

Agency (if applicable): Edge Creative Group

Objective: Launch a new quarterly publication starting in summer '09 that contains educational and informative articles for our target audience

Target Audience (Who are your members?): Young members ages 18-25, approx. 2,300 members

Market/Competitive Factors: Other media that our members receive

Total Costs: \$1,960.00

Production Costs (writing, design, printing, recording, etc.): \$1,960.00

Placement Costs (media or mailing costs): n/a (included in statement mailings)

Results (if required)

For This Piece/Entry Only n/a  For Complete Campaign n/a

Marketing Goal (\$ or #): n/a Base Figure (\$ or #): n/a

% of Marketing Goal: n/a

## 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@mcuul.org.)

Entry Fee: \$75.00

### Payments and Fees

Number of entries 3 @ \$75.00 each = \$ 225.00

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@mcuul.org.

## Get a FU\$E Visa Credit Card - Get \$50

If you're between the ages of 16 and 23, now is a great time to join the hundreds of Telcom members that have opened new FU\$E Checking accounts and are enjoying the many awesome benefits of FU\$E. FU\$E Checking accounts offer many sweet benefits, including your own FU\$E debit card and no monthly maintenance fee.

Our FU\$E Visa® credit cards are another must-have benefit of FU\$E. They offer a great way for you to get a Visa credit card and establish good credit (qualified parental co-signer required for ages 16 and 17).

**As a special summer incentive, we are offering \$50 for new FU\$E Visa credit cards through August 15.** So apply now to get your FU\$E Visa credit card, because this \$50 offer will go by faster than summer vacation.



### Give Yourself Some Credit

You've wanted your own credit card forever. While there are definite upsides (financial freedom), carrying plastic is still a responsibility. Credit cards allow you to spend more than you have now, but you're required to pay it all back in time. So before you head to the mall for a new wardrobe, just remember that a credit card is not free cash... it's a loan. Additionally, if you choose to not pay your bill in full, you'll be charged interest - sort of like a fee for allowing you to borrow money.



Think you can handle it? Here's how you convince the 'rents. For one thing, having a credit card will help to establish your credit history, which will show lenders how responsible you are with money. You'll also have a cash backup in case of an emergency, like if your car breaks down. Finally, having a credit card is easier and safer than paying with cash for large purchases, and is usually necessary to shop online.

### Play it Safe with Credit Cards

If you've got a FU\$E Visa card or are thinking of getting one, you should know how to protect your information and keep your card secure.

#### Here are a few tips:

- Always sign the back of the card
- Be discreet - don't allow anyone to look at your card number, especially while waiting in line (Three words: Cell phone cameras)
- Keep your receipts, check purchases against your statement, and notify your creditor right away if things don't add up
- Don't ever give out your card number unless you've initiated the contact.

While following these tips will go a long way to protect your credit, the biggest safeguard is common sense. Treat your card like cash, and you'll greatly reduce the chance that someone will get their hands on your card info.