

## 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 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: Telcom FUSE Scholarship Program

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: 48317

Name of Person Submitting Entry: Tyler Ross

Telephone: 248.596.4498 Ext. \_\_\_\_\_ Fax: 248.596.4588

E-mail: rossst@telcomcu.com

Agency (if applicable): Edge Creative Group

Objective: Award five \$1,000 scholarships to high school seniors

Target Audience (Who are your members?): High school students in the cities where we

Market/Competitive Factors: Other similar scholarships being offered have branches

Total Costs: \$9,986.00

Production Costs (writing, design, printing, recording, etc.): \$3,777.48

Placement Costs (media or mailing costs): \$1,208.52

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@mcu.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.

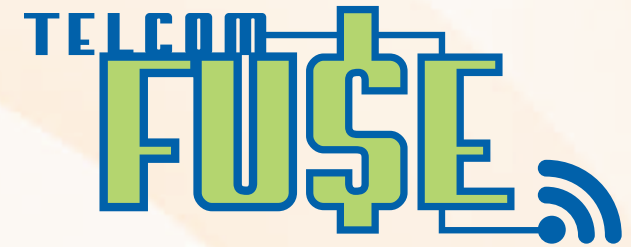
Mail to: Michigan Credit Union League

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@mcu.org.



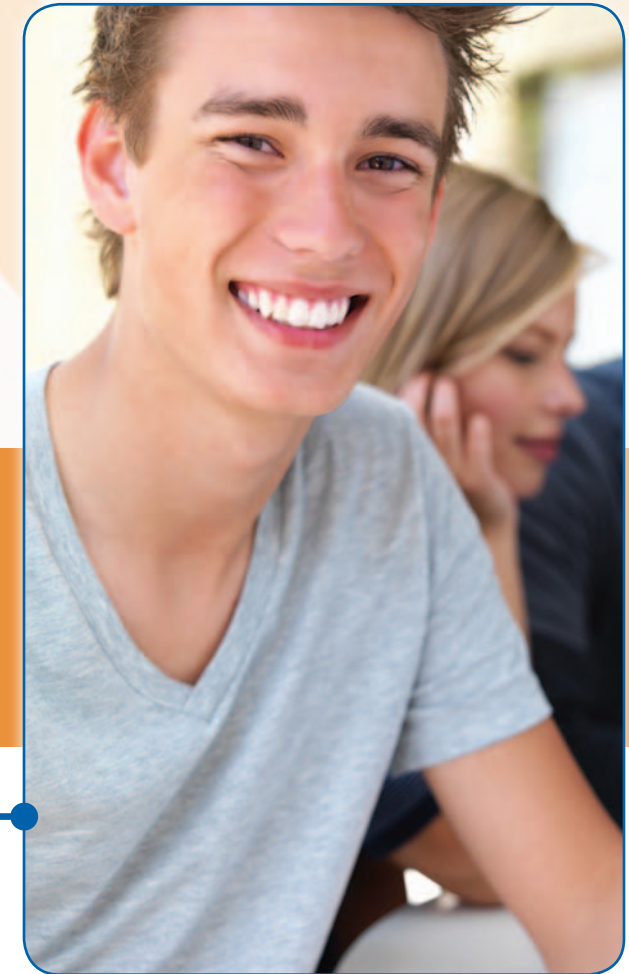
Become a  
**FU\$E Member**  
Apply Today!

MAIN OFFICE  
44575 W. Twelve Mile Rd.  
Novi, MI 48377

[telcomcu.com](http://telcomcu.com)  
800.356.7465

Michigan Family Service Centers  
800.800.9700

Over 25,000 surcharge-free ATMs  
[co-opnetwork.org](http://co-opnetwork.org)



**SCHOLARSHIP PROGRAM**



CONNECTING YOU  
TO EDUCATIONAL RESOURCES



# APPLY TODAY

# FU\$E SCHOLARSHIP APPLICATION

Looking for a way to make your college dreams a reality? Telcom Credit Union is proud to offer the availability of the FU\$E Scholarship.

## SCHOLARSHIPS

Telcom awards five \$1,000 scholarships to credit union members graduating from high school. Applicants must have their own Telcom Credit Union account to be eligible.

The FU\$E scholarships are open to eligible high school seniors who plan to continue their education at a university, college, or technical school. The scholarships will be awarded to students who demonstrate character, concern for the community, and scholastic commitment.

## APPLICATION REQUIREMENTS

To be considered for a Telcom FU\$E Scholarship, eligible members must complete the attached application and return it along with any additional required information by May 1st of the year they will be attending college. Want in? Here's what you need to do:

- Be a Telcom member in good standing for a minimum of two years
- Maintain at least a 3.0 GPA
- Perform a minimum of 20 hours of community service during junior/senior years
- Provide two formal letters of recommendation from non-family members
- Fill out the attached scholarship application
- Attach your official high school transcripts.

Send all documents to:

**Telcom Credit Union**  
Attn: Marketing Department  
44575 W. 12 Mile Rd.  
Novi, MI 48377

DETACH APPLICATION AND MAIL TO ADDRESS LISTED BELOW

Full Name \_\_\_\_\_ Member Number \_\_\_\_\_  
Address \_\_\_\_\_ Phone Number \_\_\_\_\_  
\_\_\_\_\_  
Date of Birth \_\_\_\_\_  
City, State, Zip \_\_\_\_\_ Parent/Guardian \_\_\_\_\_

1. List the three most significant high school clubs, activities, sports in which you participated.

Name of Activity	# Years	Offices Held, Honors, Awards, etc.
_____	_____	_____
_____	_____	_____
_____	_____	_____

2. List up to three activities in any youth, civic, social, or church group.

Name of Activity	# Years	Offices Held, Honors, Awards, etc.
_____	_____	_____
_____	_____	_____
_____	_____	_____

3. List up to three volunteer activities.

Name of Activity	# Hours	Description
_____	_____	_____
_____	_____	_____
_____	_____	_____

4. List up to three jobs held.

Employer	Position	Length	Awards, Promotions, etc.
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

5. Name and address of the university, college or technical school you plan to attend.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_

\*Telcom Credit Union employees and their relatives, official family members and their relatives are not eligible. Scholarships are limited to a one-time award.