

# Internet Banking

## GROWTH STRATEGIES

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### HIGHLIGHTS

#### ■ E-Statements

A California credit union has converted 113 people to e-statements after just one month of its "Go Green" promotion.....2

#### ■ Remote Deposit

Thanks to its new remote deposit service, this Connecticut financial institution has expanded its footprint by 30 miles or more.....3

#### ■ e-Checking

At this Kentucky institution, e-Checking account holders get a \$2 bonus every month .....4

#### ■ Online Banking

A Wisconsin institution is attracting older account holders by stressing the safety and security of its online banking services.....5

#### ■ Mobile Banking

41 percent of all mobile banking activity is done using text messaging at this New Jersey credit union .....6

#### ■ e-Newsletters

A popular monthly newsletter helps keep 37,000 e-statement users in the marketing loop at this Georgia institution .....7

## This e-statement promotion uses grocery store gift cards to attract new enrollments

### ■ 113 new sign-ups the first month

**S**an Francisco Federal Credit Union (\$772 million, San Francisco, California) is having success with an e-statement promotion that gives members the chance to win one of two grocery store gift cards.

During the two-month promotion, every member who signs up for e-statements is automatically entered into a contest for the chance to win one of two \$200 gift cards to Safeway grocery stores, [www.safeway.com](http://www.safeway.com).

Existing e-statement users also qualify for the contest and are automatically entered.

"We are thanking existing e-statement users by automatically

entering them into the contest for having signed up for this service," says Elaine Lee, Marketing Manager.

People can also enter the contest without enrolling in e-statements by mailing a 3 X 5 -inch card with their name, address, and member number to the credit union.

After only one month into the promotion, 113 members have already sign up for e-statements, notes Lee.

"This is a great number for us," she says.

Lee explains that the credit union's free e-Statement service benefits both members and the environment.

*(E-Statements... on p. 2)*

### Marketing Piece For Promotion (Side One)

Log In &  
go green

Sign Up for e-Statements at  
[www.SanFranciscoFCU.com](http://www.SanFranciscoFCU.com)

Enter to Win  
One of Two  
\$200  
Safeway Gift  
Cards!

SAN FRANCISCO  
FEDERAL CREDIT UNION®

Source: Andermahr & Company ([www.andermahrketing.com](http://www.andermahrketing.com))

## E-STATEMENTS

### E-Statements...

(Continued from p. 1)

She says, for instance, that in addition to using less paper, e-statements are very easy for members to sign up for, provide a secure way for them to view their monthly statement, and allow them access to their statements from anywhere there's an Internet connection.

[www.sanfranciscofcu.com](http://www.sanfranciscofcu.com)

Lee adds that its e-Statement service has been a good way for the credit union to keep up with the needs of its members.

"With computers, laptops, and Internet connection more affordable than ever, more people are online," she says.

"A lot of them like to retrieve

statements online. This is a great opportunity to advertise to this group that we offer this service."

The credit union drew the two winners of the promotion in June and notified them by phone.

The winners will be recognized in the credit union's quarterly newsletter. The credit union may also include the winners in future promotions as well as on its Web site.

The credit union is advertising the e-statement promotion in its branch and on its Web site.

For instance, a colorful banner on the home page reads, "Log in & go green. Sign up for e-Statements today!"

In addition, the credit union's employees are cross-selling e-statements when talking to members.

Lee says the credit union ran a similar e-statement promotion in the past, but instead of the chance to win

one of two \$200 Safeway gift cards, the promotion gave away one \$200 gift card to Best Buy.

**"During these tough economic times and with rising food costs, we felt a gift card to a grocery store would be more attractive and useful to our members."**

"A Best Buy gift card didn't seem as appropriate this time around," says Lee.

"During these tough economic times and with rising food costs, we felt a gift card to a grocery store would be more attractive and useful to our members."

**Source:** Elaine Lee, Marketing Manager, San Francisco Federal Credit Union, San Francisco, CA; phone (415) 775-5377; e-mail [elaine\\_lee@sanfranciscofcu.com](mailto:elaine_lee@sanfranciscofcu.com).

## Marketing Piece For Promotion (Side Two)

As described in the story above, San Francisco Federal Credit Union (San Francisco, California) ran an e-statement promotion that signed up 113 new users during the first month. The first side of the marketing piece used for the promotion, which is shown on the previous page, features a colorful design that emphasizes the words, "Go Green." The second side, shown below, outlines the details of the promotion and how to sign up for e-statements. The credit union worked with the marketing and advertising agency, Andermahr & Company ([www.andermahrketing.com](http://www.andermahrketing.com)), to design the marketing piece.

## Enroll Today and ENTER TO WIN!

Take advantage of the secure convenience of e-Statements. Enroll between 4/1/09 and 5/31/09, and you are automatically entered into our contest for a chance to **Win One of Two \$200 Safeway Gift Cards!**

**It's easy to enroll. Simply log onto Online Banking at [www.SanFranciscoFCU.com](http://www.SanFranciscoFCU.com), then click "e-Statement" to enroll.**

Once enrolled, statements are available immediately. You'll never go back to paper statements again!

### Already an e-Statement user?

You are already entered into our contest. Do nothing. It's our way of thanking you for subscribing to e-Statement.

### e-Statement Contest Rules

1. NO PURCHASE OR PAYMENT OR E-STATEMENT/ONLINE BANKING ENROLLMENT NECESSARY TO ENTER OR WIN.
2. For new enrollees: Enter by enrolling in e-Statements between 4/1/09 and 5/31/09.
3. To enter without enrolling, write your name, address and member number on a 3" x 5" card and mail the card to San Francisco FCU E-Statement Contest, 770 Golden Gate Ave., San Francisco, CA 94102. All postcards must be received on or after 4/1/09 and on or before 6/6/09.
4. Current e-Statement enrollees: You automatically qualify for an entry into the contest.
5. No other entry methods permitted. One entry per person. Must be 18 years of age to enter.
6. Odds of winning depend on number of entries received.
7. Winners will be drawn on Monday, 6/8/09. Prizes will be mailed to winners.
8. You need not be present to win. If a winner is not present at the time a drawing occurs, he or she will be notified by telephone.
9. There are two prizes – each a \$200 Safeway gift card.
10. Employees, officers and volunteer officials of San Francisco FCU and their immediate family are not eligible to win.
11. Taxes on prizes, if any, are the sole responsibility of the winner.
12. San Francisco FCU is not responsible for any claim, injury, loss, or damage to any person or property that arises out of acceptance or use of any prize.
13. Contest subject to applicable federal and state laws. Void where prohibited.
14. By entering the drawing and accepting a prize, you consent to the use of your name and likeness in the San Francisco FCU member newsletter and other Credit Union promotional materials.



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Source: Andermahr & Company ([www.andermahrketing.com](http://www.andermahrketing.com))