

# the cutting edge

**NEWS FROM THE CUNA MARKETING COUNCIL**

**FALL 2001**

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## Best Practices Awards Program— Recognition For A Job Well Done!

Fast becoming one of the most prestigious of the CMC Awards, Best Practices offers marketing and business development professionals the opportunity to be recognized for the behind-the-scenes activities that lead to successful results for their credit unions.

### Entries are now being accepted

Entries for the 2002 Best Practices Awards Program may be submitted in one or more of four categories:

- ★ BUSINESS DEVELOPMENT
- ★ NAME CHANGE / IDENTITY / BRANDING
- ★ MCIF RESULTS
- ★ SALES CULTURE DEVELOPMENT/  
INCENTIVE PROGRAMS

Best of all, there is no entry fee. Only 1st Place Awards will be presented and recipients will be asked to present their winning entry during the Saturday General Session of the 2002 CMC Conference in Washington D.C. next April.

Best Practice entry details and entry forms will be available on the CMC Web site. Direct specific questions to Mike Chapman at 800.248.6928, ext. 1109 or [mchapman@kccu.com](mailto:mchapman@kccu.com).



*CMC recently mailed 2002 Diamond Awards Call for Entries urging credit union marketers to unite and revolutionize marketing efforts— by entering the awards competition so all marketers may benefit from learning about successful winning campaigns and strategies. This conference promises to be the most exciting ever!*

# Diamond Awards Change for the Better in 2002

By Matthew Stratton, VP Marketing, Tinker Credit Union, CHAIR, DIAMOND AWARDS 2002

Time flies when you're having fun. Fall is just around the corner and it's almost time again to start putting together Diamond Awards entries.

Thanks to suggestions from past entrants and past judges, the Diamond Awards promise to be better than ever in 2002. When your brochure and entry form arrives in the mail, read it closely. You'll notice some changes. One category has been re-named, a couple of entry deadlines have been moved up, and the asset divisions have been changed.

## Category Changes

There has traditionally been a category called Senior or Youth Marketing Programs. That category is being renamed Segmented Marketing Programs to better reflect the evermore sophisticated market segmenting many credit unions are doing. Age related marketing itself has exploded from simple youth and senior programs to include Gen X, Gen Y, early Boomer, late Boomer, empty nesters, re-nesters (though at 43 I can't imagine why so many of my cohorts are starting new families). In addition, many credit unions are using databases to do marketing segmentation on a more sophisticated scale, using such things as profitability analysis, household product mix, and next most likely product analysis to plan evermore targeted advertising projects. So, here's your chance to really show off how your business savvy compliments your creative skills.



## Deadline changes

Some categories are extremely labor-intensive for the judges, so the deadlines have been moved up a week. Community/Public Relations Event or Program and Internet Marketing both require more time than is available during the marathon weekend of judging. Please pay close attention to the deadlines on these two categories to make sure your entry is received on time.

## Asset Categories

You have spoken, and we have listened. As a result, the asset categories have changed. This year the asset categories are Less than \$100 million, \$100 million to \$249 million, \$250 million to \$499 million, and \$500 million and

above.

So, those are the basic Diamond Awards changes for 2002. Watch your mail and the CMC website for more information and more details. And, begin now putting together your entries showcasing your best work. For answers to frequently asked questions about the Diamond Awards see the article in the Summer 2000 issue of *The Cutting Edge*. You can access it at the CMC web site— [cunamarketingcouncil.org](http://cunamarketingcouncil.org).

# Business Development in the New Millenium

It's not your Founder's business development any longer. Whether you're still with the same single sponsor or your original sponsor company has closed up shop and you've converted to a community charter, chances are your business development needs have changed somewhere along the way.

Let's face it, there are more and more competitive forces hitting us each day, many from industries our founders would never have imagined.

**How do you position your credit union to stand above the rest?**  
**Personalized service.**

What do your sponsor companies need and how can you provide it for them? "Be available when they're available," comments Sue Yoder, Vice President Marketing/Business Development, Citizens Equity First CU.

According to Yoder, CEFCU holds Credit Union Days every 2 to 4 months at Caterpillar facilities throughout Illinois. These facilities schedule their employees over three shifts. This translates into late-night and early-morning hours for credit union representatives.

In addition to their 500+ Sponsor companies, CEFCU is a community chartered credit union in 14 central Illinois counties.

"You need to be visible to be local," explains Yoder. "We have a very focused community image we try to maintain. CEFCU supports events that are family friendly and are a good cause. We do not support events where alcohol is present."

Multiple SEG and Community Charter credit unions aren't the only ones facing challenges in their business development efforts. FAA First FCU faces an interesting challenge with their single sponsor.

"Even though all of our branch offices are located onsite,

we are considered an outside entity," explains Heather Anderson, Business Development Manager. "We can't do a lot as far as visibility goes inside federal buildings."

What Anderson does do is to sponsor FAA golf outings. About ten per year! According to Anderson, the credit union provides "goodie bags" to each golfer, about 150 per outing. In each bag, golfers receive such items as golf tees, pens, credit union literature, cap, golf towel, and a sleeve of golf balls.

Additionally, the credit union donates a couple of raffle prizes and sponsors a hole.



*(Continued, p.5)*

*Business Development in the New Millenium, continued*

“If I can,” continues Anderson, “I try to drive the beverage cart and hand out more credit union premium items.”

Visibility at sponsor company events is the key for Anderson. It also doesn't hurt to tailor your services to your sponsor group. If a member is looking to finance the purchase of an airplane, FAA First can do that with their Toy Loan.

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**The Bottom Line:  
Be visible  
and adapt to your  
sponsor's and your  
community's needs.**

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PARDA FCU takes tailoring their services to fit their sponsor's needs one step further. With eight of its ten branches within their sponsor's facilities, PARDA has become a “branch” of their sponsor's Accounting Department.

“At some of our offices,” explains Nancy Wasczenski, President/CEO, “the

credit union has taken over the Corporate Cashier function for such items as petty cash, employee recognition, and travel expenses.”

PARDA also utilizes a Mobile Branch equipped with two ATMs and two offices to reach members at facilities without a credit union branch.



# What a CUNA Marketing Council Scholarship has meant to me...

By Kelly Sims

I heard about CUNA Marketing Council from Leslie Carrell. She told me all about the council and what it had to offer as far as education and networking. I received a Marketing Position at our credit union 4 years ago. We are a smaller credit union about 25 million in assets and did not have a marketing department before me. Even though I had been working for credit unions for nine years I lacked knowledge in Marketing.

*... a wonderful resource [that] cannot be replaced by a book or a presentation*

I received a scholarship to attend the CUNA Marketing Council Conference in Sante Fé, New Mexico. And the following year I received a scholarship to attend the CUNA Marketing School Part II in Portland, Oregon. These were both excellent opportunities for me. Being from a smaller credit union the resources are not always there for me to take advantage of the training opportunities that are available. Not only were the educational opportunities top notch, but also the invaluable networking is key in making future decisions about credit union marketing. There are many credit unions across the nations that are so willing to help and share ideas. This is a wonderful resource and cannot be replaced by a book or a presentation.

*...to go above and beyond for my credit union*

My credit union benefited immensely from the education I received. The knowledge and ideas have helped to increase our membership as well as membership awareness of products and services. I was able to gain tools to educate staff in the areas of cross-selling and promoting credit union services.

Cowlitz Credit Union greatly appreciated the interest CMC has taken in helping me gain the knowledge necessary to perform my Marketing duties, as well as learn various tools to go above and beyond for my credit union.



Sincerely,  
Kelly Sims  
Operations Mgr/Marketing Specialist

*For more information  
and CMC Scholarship applications go to  
[cunamarketingcouncil.org](http://cunamarketingcouncil.org)*

# Copywriting Tips: Creative Writing

By Nancy Anisfield, *COPYWRITER, WORKPLACE WRITING*

Like tackling a runaway Rottweiler, advertising and direct mail writing demands efficiency. It must convey information as quickly and clearly as possible while generating interest, reinforcing an image and persuading the reader. No easy task.

Fortunately, our language is a rich resource. Coupled with the flexibility of advertising—as opposed to technical or institutional writing, for example—the words available to you can be assembled in limitless ways. You can manipulate emphasis, select a level of formality, choose a tone and arrange the content to say what you want, how you want.

## Engaging the reader is first and foremost.

Without grabbing your readers' attention, you may have the lowest loan rates around or the most no-fee services on the block, but NO ONE will pay attention long enough to find out. Creativity plays a key role. Here are several easy ways to put creative zip in your writing:

### Try an analogy or a metaphor.

Words that describe something by comparing it to something else get attention when they are imaginative and fresh.

*Time to accelerate your automotive fantasies? We have a turbo-charged loan program that can help.*

### Quote people directly.

This creates a sense of immediacy and liveliness.

*“This autumn we set a record in deposit account balance increases,” Anderson cheerfully told the board at Thursday’s meeting.*

## surprise Change your tone.

Occasionally, you can suddenly shift your tone or mood to catch readers' attention.

*93% of recent surveys indicate that members are satisfied and we do not have to change anything... Ridiculous! We should always look for ways to improve.*

## mystery The lure of the forbidden.

If you direct your readers away from something, chances are they will be even more interested in it.

*Only those interested in real savings should read the following.*

## influence Make allusions to well-known people, movies, music, sports, or styles in popular culture.

But be fairly sure your reader will know who or what you mean.

*I wouldn't say their mortgage documents are overwritten—they just look like a combination of the space shuttle operations manual and the Wall Street Journal.*

## appeal Above all, use your imagination.

Paint word pictures and appeal to the senses. The concept of value has become an intangible in many markets—it's up to you to make it real.

## Cutting Edge Media Tips

# Creating Creative Radio Spots

By *Connie Andermahr*

PRESIDENT, ANDERMAHR & COMPANY

What grabs your attention when you're listening to the radio? I would imagine it's the same elements that grab many other people – ads that are fun, entertaining, short and to the point, different, clever, strong, and memorable.

You can create these award winning radio spots if you follow a few basic creative tactics:

***Be sure to focus on your benefits.*** Take a “what’s in it for me??” approach with the listener.

***Be wary of using comedy unless it truly is funny and entertaining.*** There’s a big difference between “corny” and “funny”...corny can insult people and become a tune-out.

***Keep your message simple.*** Too much copy read too fast is a major tune-out! When writing copy or coming up with creative concepts always be sure to keep the word “entertaining” in the back of your mind. Sell your product or service and entertain at the same time. People are listening to the radio to be entertained



and the chances of your message being retained is highly increased when it's entertaining!

***Use music or a jingle to complement your message.*** This also creates top of mind awareness and retention.

### **Ask yourself this question before you create your advertising message:**

“If I were standing on a street corner with a microphone, what would I tell people about my business?”

This is basically what you're doing when you advertise on the radio. It may sound silly but it makes sense to think about how you would position yourself and what your key selling points are BEFORE you enter into the creative process.

***“It’s kind of fun to do the impossible.”***

–Walt Disney (1901-1966)