



Community Membership Development **New Movers Program**

The objective of this program is to target individuals who have recently moved within and/or into the credit union's target market area. While many new residents will already have an established banking relationship, this program can begin the process of making them aware of your presence in the community and prompt them to convert their family's financial management needs to your Credit Union. It is critical to offer an incentive in order to prompt action.

Possible incentives could include special loan rates on new loans or refinances, a first initial deposit into their share account, or monthly drawings/giveaways for all new members who join.



1. Design of custom postcard: \$300.00

This is a one-time set up cost and includes creating a custom design of a four-color postcard. It also includes development of your specific message. A proof will be sent to you.

2. Mailing List Cost (single-use): \$75.00 per thousand (\$75.00 minimum)

This includes list acquisition and creating mailing file for a one-time use. Cost to purchase a mailing list with multi-use capabilities is \$150.00 per thousand.

3. Per Record/Mailer Cost: 5.5" x 8.5" Postcard (recommended)

1 - 100.....\$1.76 each	301 - 400.....\$.91 each
101 - 200.....\$1.18 each	401 - 500.....\$.86 each
201 - 300.....\$1.00 each	500+.....\$.82 each

Includes printing the number of postcards needed for the number of new movers within your target market; personally addressing each postcard; mail shop services; delivery to the Post Office and postage.

4. Changing message on postcard: \$75.00

From time to time, you may elect to change the message and/or offer on your postcard. As long as the design remains the same, this cost will apply. If you want to change the design, the cost shown in number 1 above will apply.

5. Optional Services: 3-Postcard Series \$950.00

Research shows that you need to contact a prospective member a minimum of three times before they will make the decision to take advantage of credit union membership. As part of our New Movers Program, we can design a series of three different postcards that will be mailed to these perspective members every other month. MMSS will work with you to develop a custom message/design on each postcard to promote a specific benefit of membership. We will purchase and maintain a mailing list that can be used for a series of three different mailings. Cost includes design of postcard and acquisition of initial mailing list. Subsequent lists for each new set of residents will be billed at \$90 per month. Number of postcards in each mailing will be billed at pricing under number 3 above.

6. New Member "Welcome" Series: Call for Pricing

Once a new member joins, the next goal is obviously to develop a multiple account relationship with them. Rather than bombard them with all of the different products and services that you offer at their initial account opening, MMSS has found that a series of personalized letters over the first 6-9 months of membership is more effective. We can develop a series of letters, each highlighting a unique product or service, which will be mailed to new members over their first few months of membership. Each letter contains some type of mini-application or response vehicle to help you track the results of this type of "welcome" process.



Community Membership Development New Movers Program Order Authorization

Credit Union _____

Address _____

City _____ State _____ Zip _____

Contact _____ Phone _____ Extension _____

Fax _____ Email address _____ Website _____

Hours of operation _____

Plan to begin mailings in the month of: _____ Postcard size desired: 5.5" x 8.5" Other size: _____

Target Market Area: Zip code(s) shown below Within _____ miles of address shown above.

Please describe the special incentive(s) you want to offer. _____

Please provide any special instructions you have regarding the design of your postcard. _____

Authorized by: _____ Date _____

Mailings will occur between the 1st and the 15th of the month targeting individuals who moved into or within the target market area (shown above) during the preceding month(s). Customer understands the actual number of postcards mailed each time will vary. Customer may cancel this program at any time by providing MMSS written notice by the 21st of the month. Such cancellation will apply beginning with the month immediately following the month in which the cancellation is received.

Fax to MMSS @ 610.367.5881

Thank You For Your Business. We Look Forward To Serving You.



**Membership
Marketing**
SUPPORT SERVICES

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