



UNITED STATES
SENATE FEDERAL
CREDIT UNION

MEMBERSHIP CAMPAIGN



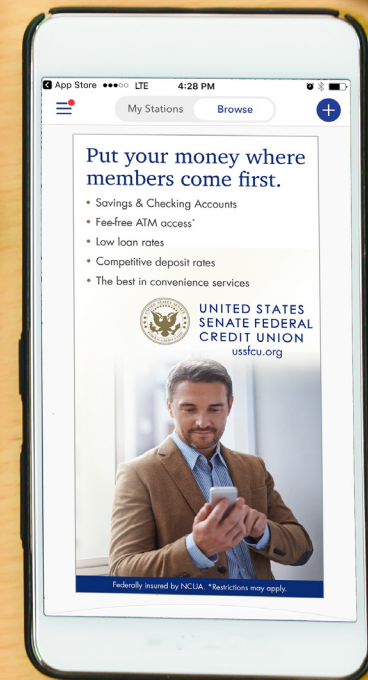
Membership Campaign

Objectives:

- Create awareness
- Increase membership
- Rejuvenate membership
- Increase Deposits
- Increase web traffic

Results:

- Organizational Growth
- Brand Awareness





TOP VIEW (MOCKUP)



ACTUAL INSTALL



Union Station is a major transit hub for those working on Capitol Hill. It is less than 1 mile from the Senate Hart branch and USSFCU's top 5 Select Employee Groups. The purpose of this ad was to create broad public awareness in a targeted area with a high traffic volume.



UNITED STATES
SENATE FEDERAL
CREDIT UNION

PRINT ADS

ussfcu.org

Put your money where members come first.

Convenience at your fingertips





USSFCU has proudly served the U.S. Senate community and Federal Government employees since 1935. Today, we continue innovating our products and services to meet members' needs.

Convenience

Online Banking, Mobile Deposit, eNotices and more to allow you to take your banking to-go.

Personal

Checking, Share Certificates, Money Market Accounts, Credit/ Debit cards and more give you the best ways to spend and save your money.

Loans

We offer an array of loan products including personal, auto, home, student, and more.

Members always come first at USSFCU. [Join us today.](#)



UNITED STATES
SENATE FEDERAL
CREDIT UNION

Serving the Senate Community Since 1935



800.374.2758



[ussfcu.org/BecomeAMember](#)



Visit a branch

Membership eligibility required. This credit union is federally insured by the National Credit Union Administration. All loans are subject to credit approval. Equal housing lender.

This ad ran in both the Washington Examiner (40,000 distribution and 15,000,000 monthly website visits) and in the game 2017 program for the Congressional Baseball Game for Charity (24,959 in attendance). Both publications specifically targeted a pre-qualified potential membership audience.



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Serving the Senate Community Since 1935



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ussfcu.org/BecomeAMember



Visit a branch

Membership eligibility required. This credit union is federally insured by the National Credit Union Administration. All loans are subject to credit approval.

This ad was featured in CQ Magazine (15,512 subscribers), whose audience is a direct parallel to a number of USSFCU's Select Employee Groups.



UNITED STATES
SENATE FEDERAL
CREDIT UNION

PRINT ADS

ussfcu.org

YOU DESERVE BETTER THAN BIG BANK BANKING.



UNITED STATES
SENATE FEDERAL
CREDIT UNION

**Put your money where people come first,
visit ussfcu.org/BecomeAMember**

Membership eligibility required. This credit union is federally insured by the National Credit Union Administration.

This ad was featured in CQ Roll Call (30,786 circulation), whose audience is a direct parallel to a number of USSFCU's Select Employee Groups.



CURRENT MEMBER EBLAST

Take US With You

Convenience at your fingertips



USSFCU has proudly served the U.S. Senate community and Federal Government employees since 1935. Today, we continue innovating our products and services to meet members' needs.



Convenience

Online Banking, Mobile Deposit, eNotices and more to allow you to take your banking to go.



Personal

Checking, Share Certificates, Savings and Retirement accounts, Credit/Debit cards and more give you the best ways to spend and save your money.



Loans

We offer an array of loan products including personal, auto, home, student, and more.

Put your money where members come first.

Make the most of your membership by using all of the products and services we have to offer.

Be sure to tell your family and co-workers about the benefits of banking with US.

Membership eligibility required. This credit union is federally insured by the National Credit Union Administration. All loans are subject to credit approval. Equal housing lender.

This eblast targeted current members in an effort to have them engage more with their current accounts and potentially expand to other products and services offered by USSFCU.



PROSPECT EBLAST

Put your money
where members
come first.

Convenience at your fingertips



USSFCU has proudly served the U.S. Senate community and Federal Government employees since 1935. Today, we continue innovating our products and services to meet members' needs.

Below are just a few additional benefits our members currently enjoy:

- Tailored Member Service
- Personalized Assistance with our In-House Mortgage Loan Officer
- VISA® Credit Cards
- Investment and Retirement Planning with our Money Coach
- Debt Counseling
- Access to over 30,000 worldwide ATMs
- Product Discounts with Sprint®, Turbo Tax® and ADT® through our partnership with Love My Credit Union®



Convenience

Online Banking, Mobile Deposit, eNotices and more to allow you to take your banking to go.



Personal

Checking, Share Certificates, Savings and Retirement Accounts, Credit/Debit cards and more give you the best ways to spend and save your money.



Loans

We offer an array of loan products including personal, auto, home, student, and more.

By becoming a member, you automatically become a part of an established, prestigious organization. USSFCU offers a better banking experience than with a big bank.

Join **US** today.

Membership eligibility required. This credit union is federally insured by the National Credit Union Administration. All loans are subject to credit approval. Equal housing lender.

This eblast targeted prospective members while showcasing our longevity and stability, featuring benefits of being a member along with products and services offered by USSFCU.



UNITED STATES
SENATE FEDERAL
CREDIT UNION

POSTCARD MAILERS

ussfcu.org

CURRENT MEMBER MAILER



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Loans

We offer an array of loan products including personal, auto, home, student, and more.

Put your money where members come first.

Contact us today:



ussfcu.org/BetterBanking



800.374.2758



Visit a branch

Membership eligibility required. This credit union is federally insured by the National Credit Union Administration. All loans are subject to credit approval. Equal housing lender.

USSFCU is a member of the National Credit Union Administration (NCUA). The NCUA is a federal agency that regulates and supervises federal credit unions. USSFCU is a member of the NCUA.



Visit a branch



800.374.2758



ussfcu.org/BetterBanking

USSFCU is a member of the National Credit Union Administration (NCUA).

Take US with you.

Make the most of your membership by using all of the products and services we have to offer.

Be sure to tell your family and co-workers about the benefits of banking with US.



UNITED STATES
SENATE FEDERAL
CREDIT UNION

P.O. Box 77920 | Washington, DC 20013

This postcard was a reinforcer that worked concurrently with the eblast targeting current members in an effort to have them engage more with their current accounts and potentially expand to other products and services offered by USSFCU.

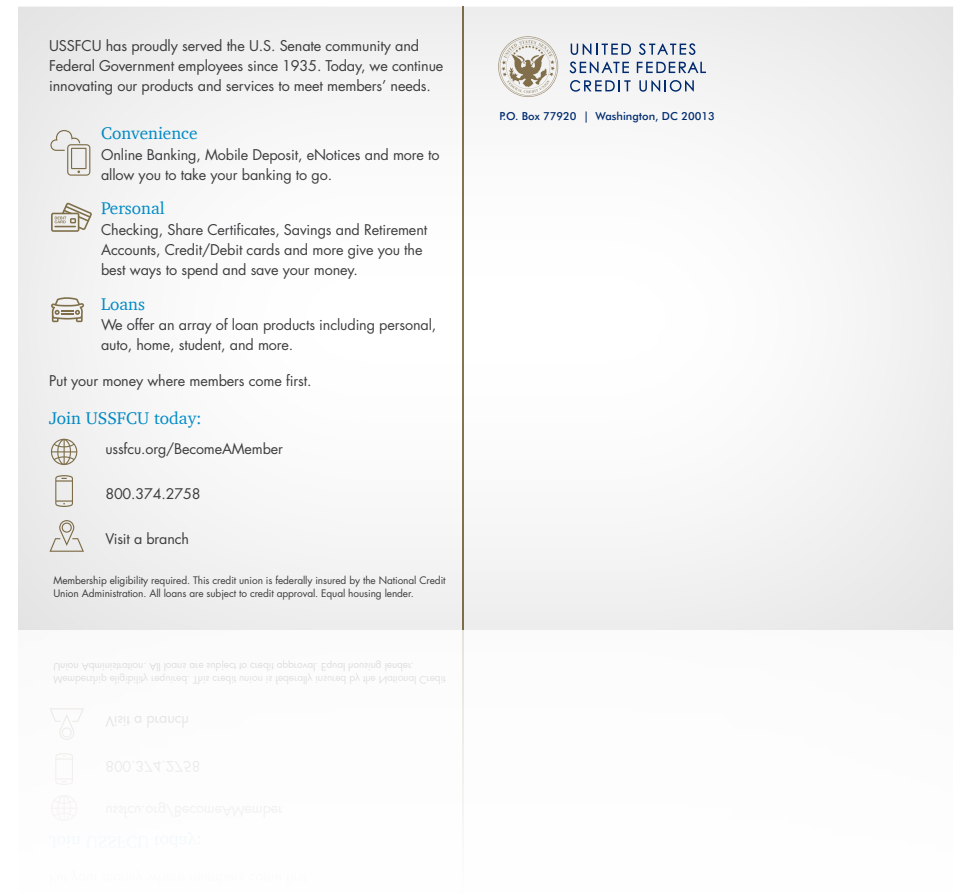


UNITED STATES
SENATE FEDERAL
CREDIT UNION

POSTCARD MAILERS

ussfcu.org

PROSPECT MAILER



This postcard was a reinforcer that worked concurrently with the eblast targeting prospective members while showcasing our longevity and stability, featuring benefits of being a member along with products and services offered by USSFCU.



UNITED STATES
SENATE FEDERAL
CREDIT UNION

POSTCARD HANDOUT

ussfcu.org

PROSPECT HANDOUT



Put your money where members come first.

Convenience at your fingertips



 **UNITED STATES SENATE FEDERAL CREDIT UNION**
Serving the Senate Community Since 1935

Serving the Senate Community Since 1935

 **CREDIT UNION SENATE FEDERAL UNITED STATES**

USSFCU has proudly served the U.S. Senate community and Federal Government employees since 1935. Today, we continue innovating our products and services to meet members' needs.



Convenience

Online Banking, Mobile Deposit, eNotices and more to allow you to take your banking to go.



Personal

Checking, Share Certificates, Savings and Retirement Accounts, Credit/Debit cards and more give you the best ways to spend and save your money.



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- VISA® Credit Cards
- Investment and Retirement Planning with our Money Coach
- Debt Counseling
- Access to over 30,000 worldwide ATMs
- Product Discounts with Sprint®, Turbo Tax® and ADT® through our partnership with Love My Credit Union®.

Put your money where members come first.

To get started:



ussfcu.org/BecomeAMember



800.374.2758



Visit a branch

Membership eligibility required. This credit union is federally insured by the National Credit Union Administration. All loans are subject to credit approval. Equal housing lender.

By becoming a member, you automatically become a part of an established, prestigious organization. USSFCU offers a better banking experience than with a big bank.

Join US today.

Join US today.

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Visit a branch



800.374.2758





ussfcu.org/BecomeAMember

To get started:

This handout also worked concurrently with the eblast targeting prospective members while showcasing our longevity and stability, featuring benefits of being a member along with products and services offered by USSFCU.

Below are the script for the audio and a sample of the ads that ran on Pandora for this campaign.

<p>: 30</p> <p>PANDORA</p> 	<p>U.S. Senate Federal Credit Union serves the employees of over 150 employee groups in the DC Metro area. We deliver full-service banking solutions including savings and checking options; low loan rates, and the latest and best in convenient access services like our Mobile App. We're a better banking option than big banks. Visit us at SenateFederal.org for more information or to join us today. Federally insured by N-C-U-A.</p>
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<p>: 30</p> <p>PANDORA</p> 	<p>U.S. Senate Federal Credit Union serves the employees of over 150 employee groups in the DC Metro area. JOIN US and put your money where you come first. You'll enjoy full-service banking solutions including savings and checking options, low loans rates, and the latest and best in convenience services like Mobile Banking with our Mobile App. Visit SenateFederal.org - that's SenateFederal.org - for more information or to join us today. Federally insured by N-C-U-A.</p>
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Put your money where members come first.

- Savings & Checking Accounts
- Fee-free ATM access*
- Low loan rates
- Competitive deposit rates
- The best in convenience services



**UNITED STATES
SENATE FEDERAL
CREDIT UNION**

ussfcu.org

Federally insured by NCUA. *Restrictions may apply.

- Total Impressions: 3,083,298
- Total Clicks: 2,606
- Avg. CTR: 0.15% (across all ad formats)
- Drove 2,606 Clicks to the USSFCU website
- Males 21-49 had higher engagement than Females 21-49 by 7%
- Females = .14% Avg CTR
- Males = .15% Avg CTR

Time Spent With Audio Companion Banner:

Users looked at the audio companion banner for an average of 188 seconds.

Those who clicked on the ad spent an average of 80 seconds on the landing page.



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CREDIT UNION

ONLINE ADS

ussfcu.org



Put your money where members come first.

Federally Insured by NCUA.



UNITED STATES
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CREDIT UNION

ussfcu.org



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UNITED STATES
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CREDIT UNION

ussfcu.org

DESKTOP AND MOBILE DISPLAYS

Targeting consumers within select areas of DC Metro Area , includes re-targeting Google & Google Display

Total Impressions: 350,251

Clicks: 550

Avg. CTR: 0.16%

GEO-FENCING

Highly-targeted areas of DC Metro Area, includes re-targeting Google & Google Display

Total Impressions: 395,725

Clicks: 1,024

Avg. CTR: 0.28%

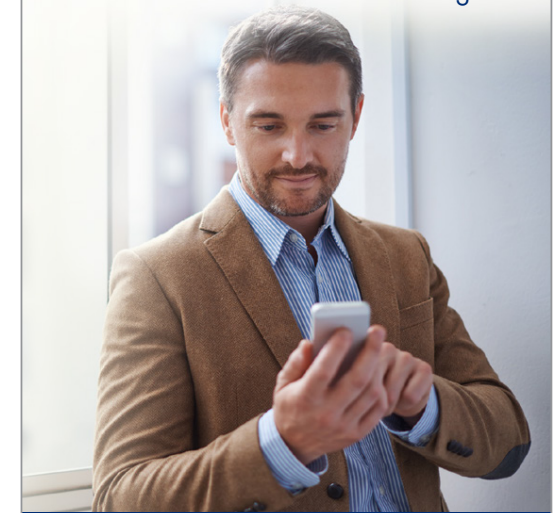
Put your money where members come first.

- Savings & Checking Accounts
- Fee-free ATM access*
- Low loan rates
- Competitive deposit rates
- The best in convenience services



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CREDIT UNION

ussfcu.org



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