

LUCKY SAVERS

Appendix 5: Marketing Plan

Marketing materials were developed by NYCUA. There is no cost for the creative work, but printing and shipping costs are the responsibility of the credit union. Credit unions can add their logos and/or contact information on pieces or have web banners re-sized for additional costs. Creative print ready files, program logos and other images are free to download on the administrative website. Credit unions can order print materials through NYCUA or download the print ready files from the admin site and provide them to local print vendors.

Print Materials Available

Lobby posters (22x28)
 Statement stuffers (3.5x8.5)
 Teller window posters (8.5x11)
 4-panel product brochure (7x8.5)
 Large sized window cling (36x51)

Other Materials Available

Downloadable images
 Rotating web banners
 Link to www.nycua.org
 Newsletter article and email blast template
 Social media posts
 Rules poster template

12-Month Marketing Plan

It is suggested that credit unions develop a twelve-month marketing plan for the Lucky Savers program. See recommend marketing channels outlined below. Creative marketing campaigns to promote the program throughout the year are also encouraged.

Item	Amount	Recommended Frequency
Lobby poster (22x28)	1 per branch	6 months per year
Statement stuffer (3.5x8.5)	1 per account	2 times per year
Teller poster (8.5x11)	1 per window	2 months per year
4-panel brochure (7x8.5)	20% of membership	All year in lobbies
Newsletter article and/or email blast	1 per credit union	2 times per year
Banner ad on credit union website	1 per credit union	All year
Announce monthly winners (In newsletters, pictures in branch, on website and/or social media)	n/a	Monthly or as winners are selected from your credit union
Announce quarterly winners (cash payout event with local press)	n/a	Quarterly or as winners are selected from your credit union
Rules poster template (8.5x11)	1 per branch	All year
Window cling	1 per branch	Optional