

Don't have a marketing plan for next year?

Only have time for the big or fun projects?

Need some campaigns to fill in the gaps?

# CU\*OverDrive

is the solution you need.

With CU\*OverDrive execute a full year of marketing campaigns at the best possible price.

Step on the accelerator and get

**12 full marketing campaigns for only \$2500**

plus the cost of printed collateral pieces, associated postage, shipping and handling charges.

Plus, the more credit unions participate,  
the more the **cost savings** on the printed pieces  
because we can order in larger quantities.



My Credit Union  
Marketing Plan



# CU\*OverDrive Order Form

PUT THE PEDAL TO THE METAL WITH A FULL CALENDAR YEAR OF MARKETING

GET ALL OF CU\*OVERDRIVE FOR ONLY \$2,500

plus the cost of printed collateral pieces, associated postage, shipping and handling charges.

Complete this form and **fax to 616-285-0831** or  
sign up online at <http://marketing.cuanswers.com/cuoverdrive/>



Name: \_\_\_\_\_  
Credit Union: \_\_\_\_\_  
Email: \_\_\_\_\_  
Telephone: \_\_\_\_\_

Marketing Contact: \_\_\_\_\_  
Marketing Email: \_\_\_\_\_  
Marketing Telephone: \_\_\_\_\_

## *Marketing Campaigns*

My Credit Union will participate in all campaigns

I would like to participate in only the following campaigns. I understand this may not affect my costs.

- |   |  |
|---|--|
| <input type="checkbox"/> New Member Switch Kit        | <input type="checkbox"/> Annual Survey                   |
| <input type="checkbox"/> Experience the CU Difference | <input type="checkbox"/> E-Statement Contest             |
| <input type="checkbox"/> Home Equity Refinance        | <input type="checkbox"/> Shared Branching Location Guide |
| <input type="checkbox"/> Member Security              | <input type="checkbox"/> CU*EasyPay! Contest             |
| <input type="checkbox"/> Auto Refinance               | <input type="checkbox"/> Credit Card Balance Transfer    |
| <input type="checkbox"/> Email Contest                | <input type="checkbox"/> Credit Card Skip-A-Pay          |



**Once we receive your commitment,  
a specialist from Xtend will contact you to customize your print orders.**

For more information, and to view the marketing campaigns please visit our website at

<http://marketing.cuanswers.com/cuoverdrive/>.

To speak with a CU\*OverDrive Specialist from Xtend, please call **866-981-4Xtend**.

