

• 2025 •

CU\*ANSWERS

# Cooperative Campaign

CU\*Answers' Cooperative Campaign is a low maintenance, inexpensive, professional digital marketing solution built for our credit union partners. Whether your goal is to increase your membership or simply let your members know about your products and services, the Cooperative Campaign offers you up to a full year of digital material to help grab members' attention.

**Look inside to discover what the  
Cooperative Campaign can offer your  
credit union!**



# GET IN FRONT OF YOUR MEMBERS

With the Cooperative Campaign, you have the options to enroll ahead of time for the entire 2025 year or you can sign up monthly and pick and choose which months you would like to participate in.

Each month, the CU\*Answers Marketing team will upload the campaign of the month to your Online Banking page and Mobile App. Other various CU\*Answers teams, including Web Services and Internet Retailer Support Center (IRSC), will also work with you each month to execute the campaigns to different channels. Various web and social media banners will also be available for you to download and use as you wish.

## WHAT DOES IT COST?

**\$250/campaign**  
OR **\$2,500/year\***

That's a **\$500 savings** when you sign up for all 12 months!

\*Must sign up for all 12 months before December 22, 2024 to receive \$500 savings.



The CU\*Answers Marketing team has worked hard to create 12 different marketing campaigns for 2025. You will have the option to pick and choose which campaign months you want to purchase.

## CAMPAIGNS WILL INCLUDE KEY TOPICS SUCH AS:

- Loans
- Mobile App
- Estatements
- Remote Check Deposit
- and more!

## WHAT YOU GET\*:

- Facebook Timeline Banner
- Instagram Timeline Banner
- Mobile App 7.0 Banner
- Website marketing banner
- Access to all digital files

# BANNERS FOR VARIOUS PLATFORMS

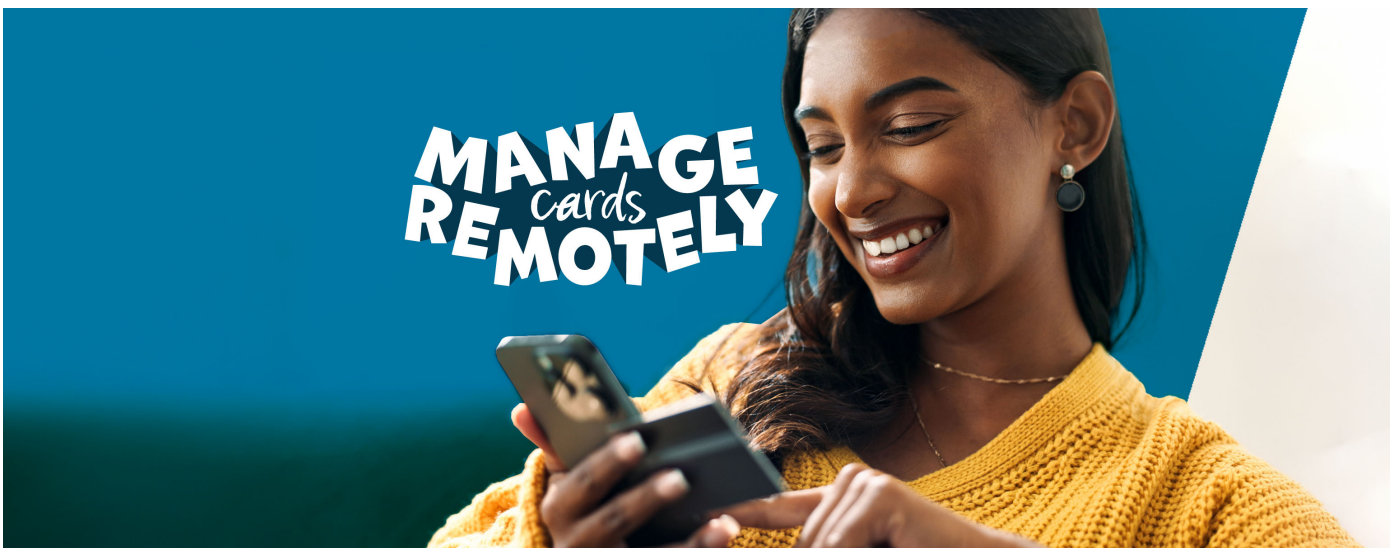
Facebook/Twitter Timeline Banner:  
1200X630



Instagram Banner: 1080x1080



Mobile App/Online Banking Banner:  
3072x1200



# 2024 CAMPAIGN CALENDAR

Below are the 12 different marketing campaigns for 2025. Each campaign will run during the month it is assigned. You will have the option to pick and choose which campaign months you want to participate in.

Jan



**LOVE THE RIDE**  
**LOVE THE RATE**

Jul

OUR RATES ARE MAKING A



**SPLASH THIS SUMMER!**

Feb

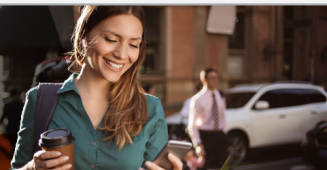
**MANAGE**  
*cards*  
**REMOTELY**



Aug

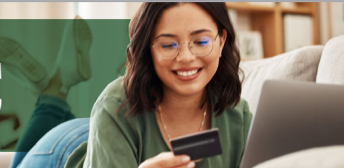
HERE FOR YOU  
**WHENEVER, WHEREVER.**

Download our mobile app on the Apple App Store or Google Play Store



Mar

**ONLINE BANKING**  
 WE'RE HERE WHEN YOU NEED US



Sep



**BILL JPAY**  
 MAKES THINGS EASY


Apr



HELP THEM REACH THEIR  
**FULL POTENTIAL**  
 WITH A **YOUTH SAVINGS ACCOUNT**


Oct

**TRANSFER**  
*your*  
**MONEY**  
 ANY TIME ON OUR APP



May

**REFER a FRIEND**



Nov

**FALL IN LOVE WITH THE PERFECT RATE**



Jun



**REMOTE DEPOSIT CAPTURE**

Dec



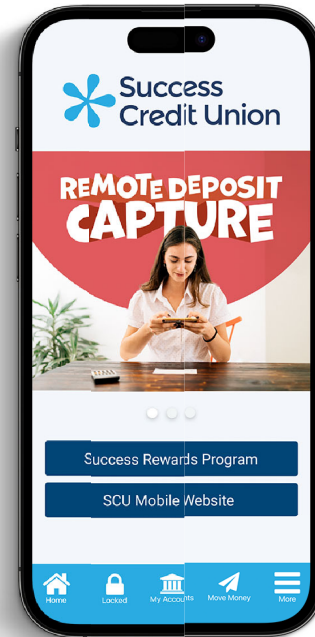
**HOLIDAY LOANS? SLEIGH**

# WHAT'S INCLUDED...

Web  
Banner



Mobile  
Banner

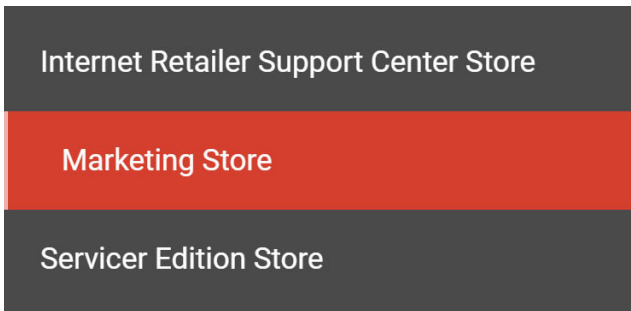
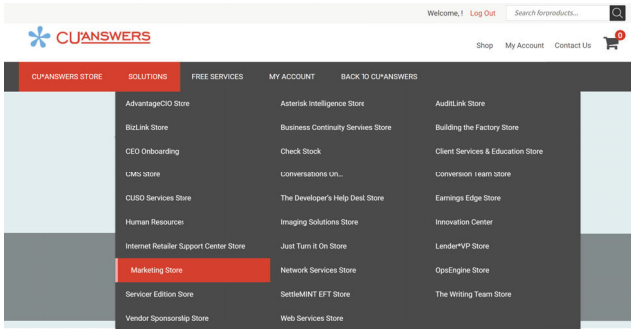


Facebook  
Banner

Instagram  
Banner

# HOW TO ORDER

The cooperative Campaign will be available to order on store.cuanswers.com under the Marketing shop category.



Once you find the Cooperative Campaign product, click on “Select options”. From there you can view all 12 monthly campaigns where you will be able to pick and choose campaigns to add to your cart.

Each campaign order period will remain open until a few weeks in the month prior.

For example, if you want to order the January campaign, you will have to order no later than December 22. After December 22, the campaign will no longer be available to purchase.



## PURCHASE THE FULL YEAR AND RECEIVE THE FOLLOWING:

If you want your credit union marketing to be planned out for the entire 2025 year, you have the option to add all 12 months to your cart with one click.

## \$500 OFF!

CU\*Answers is offering credit unions \$500 off of the \$3,000 annual price. You'll only have to pay \$2,500 for an entire year of member marketing!

In order to receive the \$500 off, you are required to order the product shown above before December 22, 2024.

# WHAT YOU'LL SEE

## 2024 Cooperative Campaigns



2024 Cooperative Campaign Bundle  
\$3,000.00

Select options



January Campaign - Mobile Banking Your Way  
\$250.00

Read more



February Campaign - We've Got Great Rates  
\$250.00

Read more



March Campaign - Smart Saving Habits  
\$250.00

Read more



April Campaign - Explore Auto Rates  
\$250.00

Read more



May Campaign - Taking Care Of What Matters Most  
\$250.00

Read more



June Campaign - Fund Your Summer Fun  
\$250.00

Select options



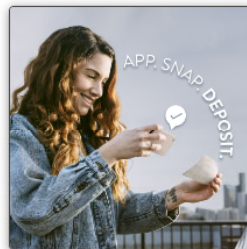
July Campaign - Auto Pay  
\$250.00

Select options



August Campaign - Ditch Paper For eStatements  
\$250.00

Select options



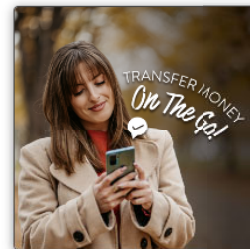
September Campaign - App. Snap. Deposit.  
\$250.00

Select options



October Campaign - Pick Of The Patch  
\$250.00

Select options



November Campaign - Transfer Money On The Go  
\$250.00

Select options



December Campaign - Happy Holidays

Like previous years, you will be able to order the entire year of campaigns as a bundle, or you can purchase them individually.

You can access campaigns you have purchased anytime by logging into your store account.

# PRODUCT PAGE INFORMATION

To access product page information and the option to add a campaign to your cart, click “Selection options” under the desired campaign. Once you are on the product page, you will need to decide if you want to opt out of automatic banner updates. You will also be asked to agree to the terms and conditions.



## December Campaign – Happy Holidays

\$250.00

Wish your members a happy holiday season! Various CU<sup>ANSWERS</sup> teams, including Marketing, Web Services, and the Internet Retailer Support Center (IRSC), will work with you to execute the campaign to different channels including your Online Banking, MAP site, and mobile app for member engagement.

### Opt Out Of Banner Uploads \*

- My credit union does not want the banners uploaded automatically
- My credit union would like the banners uploaded automatically

1 [Add to cart](#)

Category: 2024 Cooperative Campaigns Tag: Mobile App 5.0 & 6.0 Ready

### Description

## December Campaign – Happy Holidays

This campaign will run December 1, 2024 – December 31, 2024.

The CU<sup>ANSWERS</sup> marketing team will send you a reminder of your running campaign, other various teams, including Web Services, and the Internet Retailer Support Center (IRSC), will also work with you to execute the campaign to different channels including your Online Banking, MAP site, and Mobile App.

### What You Get

Once you purchase this product, you will receive an email confirmation including access to the digital files listed below.

- Online Banking and Mobile App banner (3072x1200)
- Social Media – Instagram Timeline (1080x1080)
- Social Media – Facebook and Twitter Timeline (1200x630)
- Web Banner – Large (2000x660)
- Web Banner – Topple (950x250)
- Access to all digital files

*Each month your Online Banking banner, CU<sup>ANSWERS</sup> Mobile App banner, and MAP promotion will automatically be uploaded (if applicable). All other files will be available for you to download. All other updates and postings of this material through CU<sup>ANSWERS</sup> will have separate charges, based on the service.*

[Download the 2024 Cooperative Campaign Brochure](#)

[Search this service on AnswerBook](#)







# CHECK OUT

After you add a campaign to your cart, the store will take you to the Shopping Cart page. If you wish to add more campaigns before you checkout, simply click on “Continue shopping” in the upper right corner and it will take you back to the Cooperative Campaign product page.

Once you have all of the products you wish to purchase, click “Proceed to checkout” where you will fill out your credi tunion information and agree to the terms and conditions.

## Cart

Product	Price	Price Terms	Quantity	Total
  <b>November Campaign - Mobile Deposit</b> Would you like this campaign to link to a custom URL?: No Online Banking ID: 0 Product Configuration Agreement: <ul style="list-style-type: none"> <li>I acknowledge that for each month in which I enroll, my Online Banking banner, Mobile App banner and MAP promotion (if my credit union uses these products) will automatically be updated by CU*Answers or Xtend. I also acknowledge that my credit union will be responsible for updating all of other marketing materials, such as social media and website banners.  <i>Design and implementation costs are included. CU*Answers will not be held responsible for third-party costs associated.</i></li> </ul>	\$250.00	None	1	\$250.00
  <b>December Campaign - Happy Holidays</b> Would you like this campaign to link to a custom URL?: No Online Banking ID: 0 Product Configuration Agreement: <ul style="list-style-type: none"> <li>I acknowledge that for each month in which I enroll, my Online Banking banner, Mobile App banner and MAP promotion (if my credit union uses these products) will automatically be updated by CU*Answers or Xtend. I also acknowledge that my credit union will be responsible for updating all of other marketing materials, such as social media and website banners.  <i>Design and implementation costs are included. CU*Answers will not be held responsible for third-party costs associated.</i></li> </ul>	\$250.00	None	1	\$250.00

Coupon code  Coupon:

**Please Note:** Prices and fees provided by third-party vendors or suppliers are not guaranteed. In the event a third-party vendor or supplier adjusts pricing to CU\*Answers, CU\*Answers reserves the right to pass through any additional fees or savings to the client.

### Cart totals

Subtotal	\$500.00
Total	\$500.00

## FINAL STEPS

After you complete your order online a webpage with your order details will pop up that will include a summary of your order along with all of the electronic marketing material links. You will also receive an email confirmation from CU\*Answers store with your receipt and access to the same digital marketing files.

As previously mentioned, various CU\*Answers teams will implement the marketing banners to your mobile app and MAP site if applicable. The other digital files such as Facebook and website banners are your responsibility to upload and use as your wish.

## QUESTIONS?

Contact [marketing@cuanswers.com](mailto:marketing@cuanswers.com)



[OPEN.CUANSWERS.COM/2025-COOPERATIVE-CAMPAIGNS](https://open.cuanswers.com/2025-cooperative-campaigns)

**Questions?**

Contact [marketing@cuanswers.com](mailto:marketing@cuanswers.com)