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CU*Answers Announces Results of “Go Green” Contest

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CU*Answers, a CUSO headquartered out of West Michigan, has announced that the results of their most recent collaborative marketing contest are in. The environmentally friendly theme of “Go Green!” was used to promote E-Statement enrollment, and emphasized a credit union member’s choice to print their electronically available statements only if needed.

The “Go Green!” contest was a CU*Drive campaign, designed and provided by CU*Answers to help CU*BASE clients update member personal information by offering incentives to members who sign up for E-Statements. The campaign was a success with 46 credit unions participating in this collaborative contest, resulting in **8,875 new E-Statement enrollments** during the August and September contest period. Irene Aguilar, a member of First Financial Credit Union in Skokie, Illinois is the winner of a Nintendo Wii Gaming System.

CU*Drive Marketing Campaigns are free for CU*BASE clients, and are all designed to encourage members to participate in new services offered at the credit union. The CUSO does require participating credit unions to pay for marketing collateral, however if these campaigns are run during the same period as the rest of the collaborative, there are substantial savings on print costs.

For more information on CU*Answers Marketing Partners in Practice, access <http://marketing.cuanswers.com>.

About CU*Answers

CU*Answers was founded over 35 years ago and is a 100% Credit Union owned CUSO located in Grand Rapids, Michigan. CU*Answers offers a wide variety of services for credit unions including its flagship CU*BASE Processing System in both an Online (ASP) and In-house environment, Internet Development Services featuring the **It’s Me 247** Online Banking product, Member Check Processing and Direct Deposit processing services. CU*Answers provides combined services to 165 credit unions nationally representing nearly 1.5 million members and \$10 billion in credit union assets. For more information about how “We Make Credit Unions Go” please visit CU*Answers at www.cuanswers.com.

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