

## Those who sign up for this e-club get a sneak preview of upcoming offers and promotions

Future e-club messages will include promotions for CDs, loans and more

Neighborhood Credit Union (\$210 million, Dallas, Texas) has developed an e-club that's proving to be an effective platform for member communication and direct marketing.

[www.myncu.com](http://www.myncu.com)

Mark Arnold, SVP, says the e-club was created last year. "We wanted to have a way for the credit union to stay in close touch with its members.

"Currently we have 3,000-plus signed up to receive communication from us via the e-club and have big plans for it in the coming months."

### 1 to 2 e-mails are sent out a month

So far, the e-club has been used primarily as a general communication tool.

"We send one to two e-mails to the members each month that contain credit union news and promotional items.

"We haven't done any special e-promotions or target marketing but that is our goal.

"Currently our only hurdle is a staffing issue. We plan to hire someone who can be in charge of the club.

"Once we have that employee on board we will begin planning more targeted efforts.

"Along with our vendor, DocuMatix ([www.documatix.com](http://www.documatix.com)), we plan to send one targeted e-mail per month for specifics such as car loans, CDs or youth accounts."

The credit union signs up any member who joins Internet banking or signs up to receive e-statements to the e-club.

People can also sign up for the e-club on the CU's Web site. A page from the site that invites people to sign up for the e-club is shown below.

"Every e-mail we send to the member has a button that allows them to opt out," he notes.

E-mails include current promotions or topical information such as how to spot phishing or identity theft.

"The information they receive right now is more like an e-newsletter," he says.

"We try to keep the text relatively

short and provide an abundance of click through opportunities for more information."

The e-mail is also formatted based on the recipient's e-mail capabilities (HTML or text-only).

*"We have 3,000-plus signed up to receive communication from us via the e-club and have big plans for the coming months."*

Arnold reports a successful 25 percent click through rate for the e-club messages. He says that this means people have taken enough time to read the message and click through to get more information.

**Source:** Mark Arnold, SVP, Neighborhood Credit Union, Dallas, TX; phone (214)748-9393; e-mail [marnold@myncu.com](mailto:marnold@myncu.com).

### Web Page Promoting E-Club

Neighborhood Credit Union (Dallas, Texas) is using its Web site to promote its e-club. According to the movie-themed promotion below, those who give the CU their e-mail address will "get treated like a star" and get a sneak preview of special offers, promotions and giveaways.

The screenshot shows the Neighborhood Credit Union website. At the top, there's a navigation menu with links for Current Rates, Products & Services, Hot Links, Hours & Locations, Email, and Home. Below the navigation is a large banner for the e-club promotion. The banner features the Neighborhood Credit Union logo and the text: "GIVE US YOUR E MAIL ADDRESS AND GET TREATED LIKE A STAR! ENROLL TODAY". Below the banner, there's a section titled "Are you experiencing the 'Big Picture' at Neighborhood Credit Union? Would you like the best seat in the house for a sneak preview of special offers, promotions and giveaways?" followed by a "sign up for e-club!" button. Below this, there are two promotional offers: "The Big Picture - e-club is a free, exclusive service that gives you advanced viewing of special rates, offers and promotions. By simply providing your email address, you'll receive the latest information about credit union news, e-club giveaways and more!" and "The Best Seat in the House - You'll have front row seating for the latest information on our competitive products and services from the convenience of your email inbox!". At the bottom of the promotion section, it says "To sign up, just submit your email address." and "Rated 'e' for EVERYONE!".

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