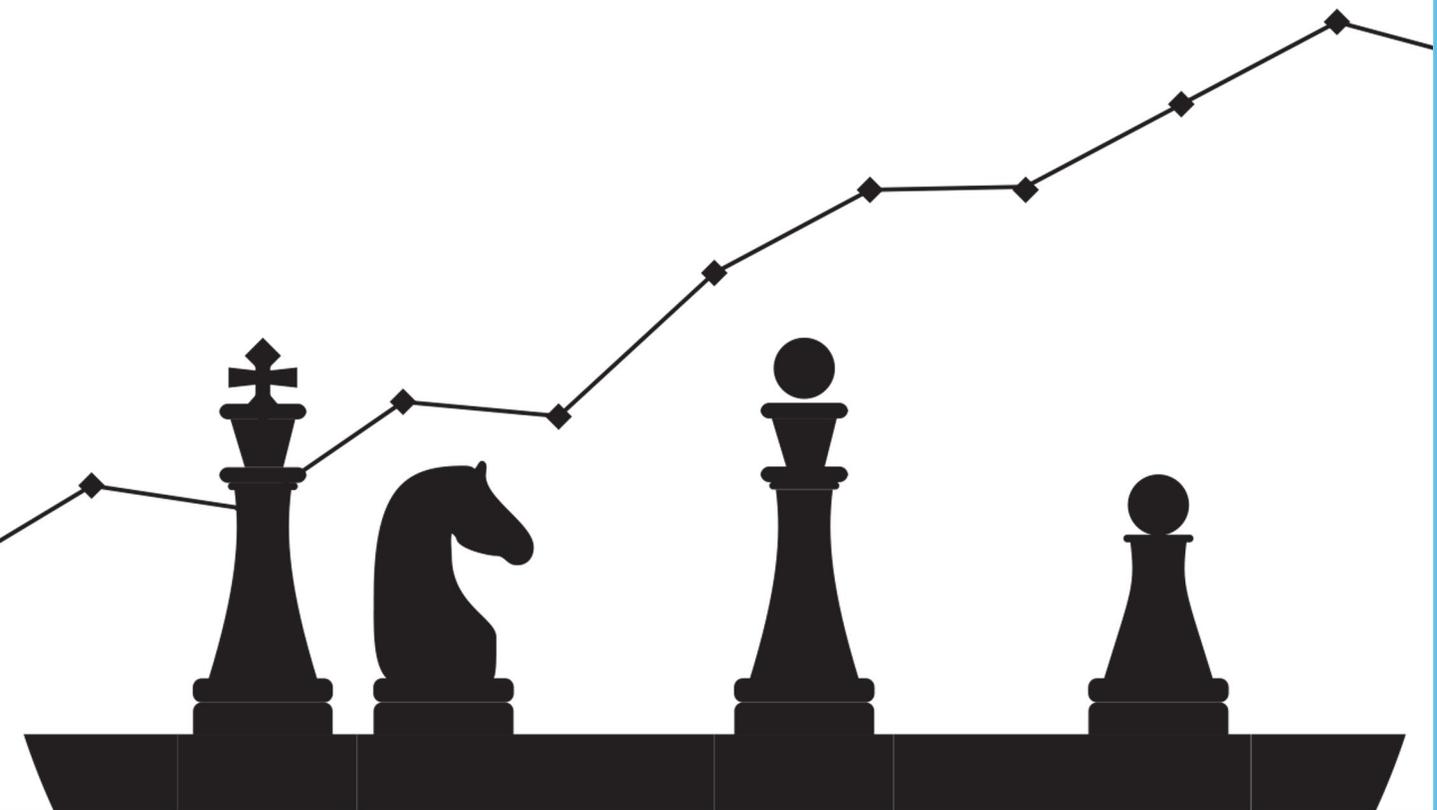




Marketing Services

Strategy & Creative



League Marketing Services

Your marketing on autopilot, for small to medium size credit unions.

About Your Brand Manager



Creating award-winning marketing campaigns since starting in credit unions, Chris Whalen is your League resource to drive and execute your credit union's marketing strategy. He holds a B.S. in Marketing and an MBA from the University of New Haven. Coming from the marketing department of a \$430 million credit union, Chris has experience with nearly all marketing channels and budgets of all sizes. Focused on results and positive ROI, his goal is to increase your bottom line and member satisfaction. Recently launching an innovative new website for Connecticut's Credit Unions, Chris is ready to take your marketing to the next level.

This comprehensive program is all-inclusive on strategic and creative needs. Strategic and creative services are unlimited. Note that credit unions are responsible for any production, vendor, and/or printing costs involved. Quotes will always be provided for approval.

Strategic/Custom Services

- On-Site Marketing Audit
- Annual Marketing Plan & Calendar (in alignment with your Strategic Plan)
- Advertising Buying Assistance
- Monthly Email Campaign
- PR Assistance
- Marketing Policy Support
- Small Event Planning (i.e. check presentation, ICU Day, etc.)

Creative Services

All creative and copywriting needs are unlimited.

- Brochures
- Flyers/Posters
- Newsletters
- Statement Stuffers
- Direct Mail Pieces
- Online Graphics
- Ad Creation (in all needed sizes)
- Video Support (production costs not included)
- Social Media Content (management not included)
- And Much More!

Large Project Add-Ons

With experience in many areas, Chris can serve as the project manager on major projects, acting as the lead with your staff and vendors to complete tasks as necessary. Example projects include a new website, a rebrand of the credit union, social media management, etc. Costs for add-ons are custom based on the demand of each project.

Learn more and get started today with Chris Whalen at cwhalen@culct.coop or 203-608-7060.

Frequently Asked Questions & Terms of Service

How much are the League Marketing Services?

Since the needs of each credit union are different, pricing can vary. The one-time annual fee includes all of the strategic and creative services. There may be additional costs for printing, production, or from large projects. Contact Chris Whalen at cwhalen@culct.coop or 203-608-7060 to learn more.

Does unlimited really mean unlimited?

Yes! While strategic and creative services are unlimited, please understand there will be a disclosed turnaround time for each request. Except in instances of extreme urgency, we are unable to complete requests within 24 hours. Requests not already pre-scheduled in the developed marketing plan can take 2-5 business days to complete depending on the request.

How will we stay on track?

Even though Chris will be taking the lead on executing the marketing plan developed together, he will still need a primary contact at the credit union who can approve or get approval for decisions the credit union must make. This contact will also need to participate in a monthly status call with Chris.

Is compliance covered?

No. Details, terms and conditions of rates and specials will need to be provided by the credit union. The League will provide template disclosures for some products. Separate audit services are available through the League compliance department.

What are the expectations of the League?

It is our goal to increase your marketing output and decrease your marketing burden. This program promises to understand your credit union and develop a plan that meets your needs. If you are not seeing positive results from our efforts, you may cancel the services at any time and we will refund any unused months of the annual agreement.

“Creativity is intelligence having fun.”

– Albert Einstein