

Credit Union Member Discount Plan

Give your members one more great way to save with the choice and flexibility of Sprint together with Nextel. They have more options in phones, plans, and services than ever before.



Member Benefits

- ▶ 10% discount on individual liable monthly recurring Sprint Nextel charges
- ▶ Waived activation fee on new lines (approx. \$36 savings)
- ▶ Waived upgrade fee (approx. \$18 savings)
- ▶ Additional discounts for corporate accounts
 - ▶ 15% discount on monthly recurring charges
 - ▶ Equipment discounts
- ▶ Nationwide from coast-to-coast coverage
- ▶ National rates
- ▶ Existing Sprint and Nextel customers are eligible

Proud Partner of



Where Members Can Go

Members just need to say they're a

Credit Union Member

Call: **877.SAVE.4.CU** (8 7 7 . 7 2 8 . 3 4 2 8)

Click: www.SprintSave4CU.com

Visit : the nearest **Sprint retail location**

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Credit Union Benefits

- ▶ Effective tool to promote the added value of membership
- ▶ Marketing incentives for participation = \$ for the CU
- ▶ FREE marketing materials for statement mailings and lobby distribution
- ▶ Sprint handles all member service needs

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Credit Union Marketing Requirements

**Contract Year = October 1 of each year – September 30
of the following year**

1. Distribute collateral to all members in a quarterly statement mailing at least once per Contract Year
2. Continuously display marketing materials in the lobbies of the CU
3. Publish approved articles/ads in the CU quarterly newsletter at least two (2) times per Contract Year
4. Post the approved banner ad and link on the CU Web site

All Marketing materials are provided FREE of charge!

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Credit Union Marketing Collateral

English Insert

Sprint
The Now Network™

Why throw away your money?

As a credit union member there's never been a better time to save money on your wireless service.

Do yourself a favor and start saving today!

Sprint has become a habit. Thanks to 24/7 calls, texts, emails, mobile applications, TV and more!

- 10% off most regularly priced Sprint individual service plans
- 15% off most regularly priced Sprint business services plans
- Waived activation fee on new activations
- Waived upgrade fee
- National rates with no roaming or long distance charges

For an enhanced discount, 10% from most of your **CREDIT UNION MEMBER** bills, be activated to the Network 24U (wireless ID)

For individual or business activation call **877.SAVE.4.CU (877.726.3428)** or visit **www.SprintSave4CU.com** the nearest Sprint retail location

Spanish Insert

Sprint
The Now Network™

¿Porque tira su dinero a la basura?

Como miembro de una credit union, nunca ha habido un mejor tiempo para ahorrar dinero en su servicio de telefonía celular.

¡Hágase usted un favor y comience a ahorrar hoy!

Sprint se ha convertido en un hábito. Gracias a 24/7 llamadas, mensajes de texto, correos electrónicos, aplicaciones móviles y más!

- 10% de descuento en la mayoría de los planes de servicio individual de Sprint
- 15% de descuento en la mayoría de los planes de servicios comerciales de Sprint
- Eliminación de la tarifa de activación en las nuevas activaciones
- Eliminación de la tarifa de actualización
- Tarifas nacionales sin roaming ni cargos por larga distancia

Para un descuento mejor, 10% de la mayoría de sus facturas de **miembro de una Union**, debe activarse en el Network 24U (ID inalámbrico)

Para la activación individual o de negocio llame al **877.SAVE.4.CU (877.726.3428)** o visite **www.SprintSave4CU.com** la tienda de Sprint más cercana

Hanging Banner 2' x 3'

Sprint
The Now Network™

Why throw away your money?

Save big with Sprint's Credit Union Member Discount Plan.

Click www.SprintSave4CU.com
Call **877.SAVE.4.CU**
Visit **your local Sprint retail location**

Web Banners

Sprint
The Now Network™

Credit Union Members:
Why throw away your money?

Lobby Poster for Take Ones

Sprint
The Now Network™

The savings are in the bag

Save big with Sprint's Credit Union Member Discount Plan.

You'll get:

- 10% off most regularly priced Sprint individual service plans
- 15% off most regularly priced Sprint business services plans
- Waived activation fee on new activations
- Waived upgrade fee
- National rates with no roaming or long distance charges

We'll show you the money.

Click www.SprintSave4CU.com
Call **877.SAVE.4.CU**
Visit **your local Sprint retail location**

For additional details call **800.262.6285 ext. 333**
Priority of 13/10/11

Credit Union Marketing Incentives

The *Incentive Pool* is created from revenues earned during the Contract Year.

CUs are paid the percentage of the incentive pool that is equal to their percentage of the total audience of members being marketed to nationally.

Sample:

- Credit Union Incentive Pool = \$2,000,000
- Total members being marketed to (from Promotion Agreements/NCUA reports) = 5,000,000
- ABC CU members in pool = 50,000
- $50,000/5,000,000 = 1\%$
- $\$2,000,000 \times 1\% = \$20,000$
- ABC CU Marketing Incentive = \$20,000

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Credit Union Marketing Incentive Schedule

NEW participating CUs in their 1st Contract Year will receive incentives as follows:

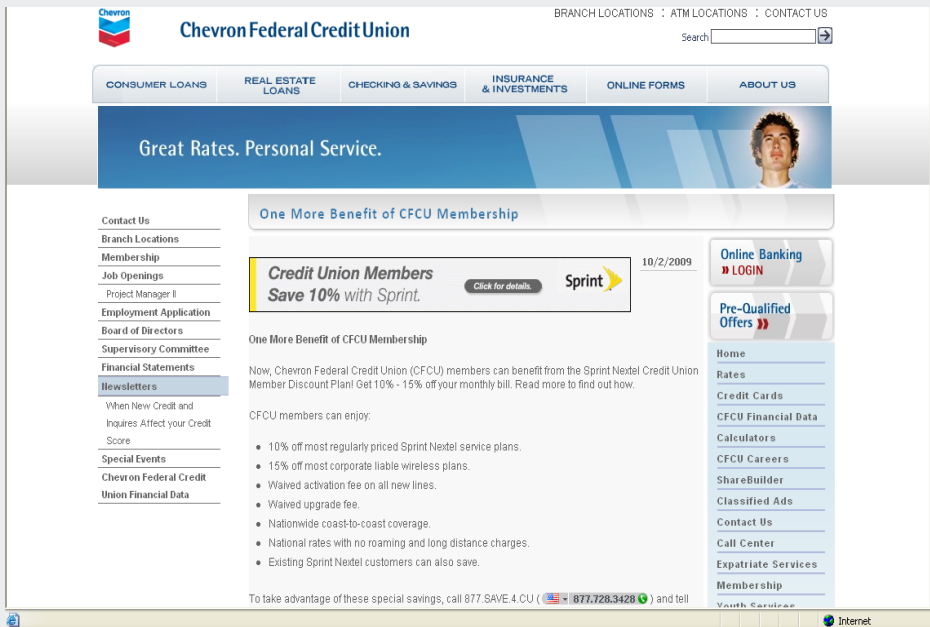
Quarterly Mailing Month = % of incentive CU will earn

- October '09 = 100%
- January '10 = 75%
- April '10 = 50%
- July '10 = 25%

In the second and following Contract Years, assuming all requirements are fulfilled, participating CUs will receive 100% regardless of what month they do their quarterly statement mailing.

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Credit Union Best Practices




Chevron Federal Credit Union BRANCH LOCATIONS : ATM LOCATIONS : CONTACT US

Search:

CONSUMER LOANS REAL ESTATE LOANS CHECKING & SAVINGS INSURANCE & INVESTMENTS ONLINE FORMS ABOUT US

Great Rates. Personal Service.



One More Benefit of CFCU Membership

Credit Union Members Save 10% with Sprint. [Click for details.](#)  10/2/2009

Now, Chevron Federal Credit Union (CFCU) members can benefit from the Sprint Nextel Credit Union Member Discount Plan! Get 10% - 15% off your monthly bill. Read more to find out how.

CFCU members can enjoy:

- 10% off most regularly priced Sprint Nextel service plans.
- 15% off most corporate liable wireless plans.
- Waived activation fee on all new lines.
- Waived upgrade fee.
- Nationwide coast-to-coast coverage.
- National rates with no roaming and long distance charges.
- Existing Sprint Nextel customers can also save.

To take advantage of these special savings, call 877.SAVE.4.CU ( 877.728.3428 ) and tell

Online Banking [» LOGIN](#)

Pre-Qualified Offers [»](#)

Home Rates Credit Cards CFCU Financial Data Calculators CFCU Careers ShareBuilder Classified Ads Contact Us Call Center Expatriate Services Membership Youth Services

Chevron Federal Credit Union in CA, not only added a text link to their home page, but devoted an entire landing page to the Sprint program. They described in detail the advantages of their Sprint program along with the banner.

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Credit Union Best Practices


SAVE ON SPRINT

The Now Network

Save money on Sprint wireless services. Right now Credit Union members can receive special discounts on Sprint wireless services and are eligible for a FREE car charger!



SERVICE DISCOUNTS INCLUDE:

- 10% discount on most Sprint monthly recurring charges
- National rates with no roaming or long distance charges
- Discounts on phones and accessories**
- Waived application fee on new lines
- Waived upgrade fee
- Includes **Any Mobile, Anytime Plan**

Visit www.lovemycreditunion.org to learn more about Sprint's discounts and more about Invest in America savings.

*Offer valid until May 31, 2010. Exclusively from Platinum Wireless, while supplies last. Must be a credit union member to qualify. Call 877.SAVE4CU for details and restrictions. *Up to \$150 off new phones and smart phones with 2-year service agreement or eligible upgrade.




IMPORTANT NOTICE

Annual Notice Regarding Non-VISA Pinless Debit Transactions

You may use your VISA Debit Card to initiate both Visa debit transactions and non-VISA debit transactions without using a personal identification number (PIN) to authenticate the transactions.

To initiate a VISA debit transaction, you may sign a receipt, provide a card number or swipe your card through a point-of-sale (POS) terminal and choose to route the transaction over a VISA network.

To initiate a non-VISA debit transaction, you may enter a PIN at a point-of-sale terminal or, for certain bill payment transactions, provide the account number for an e-commerce or mail/telephone order transaction after clearly indicating a preference to route it as a non-VISA transaction. We have enabled non-VISA debit transaction processing on the ACCEL/Exchange network.

The rights and protections applicable only to VISA debit transactions, including additional consumer liability limits and streamlined error resolution procedures, as described in your Electronic Fund Transfers Agreement and Disclosure will not apply to transactions processed through non-VISA networks.

Please contact the Credit Union with any questions you may have regarding this notice.



FLAGSTAFF
2800 S. Woodlands Village Blvd.
Flagstaff, AZ 86001-1713
PHONE 928.913.9100 • FAX 928.913.9139
AUTOMATED PHONE 928.922.9813

2215 E. Seventh Avenue • Flagstaff, AZ 86004-3798
PHONE 928.526.9179 • 800.952.2195
FAX 928.527.0971

PAGE
112 E. Sixth Ave. Suite 2 • Page, AZ 86040
PHONE 928.645.2035 • FAX 928.645.5944

ATM LOCATIONS
Available 24 hours

WEST FLAGSTAFF OFFICE
2800 S. Woodlands Village Blvd.
EAST FLAGSTAFF OFFICE 2215 E. Seventh Ave.
PAGE OFFICE 112 E. Sixth Ave., Suite 2

COCONINO COUNTY COURTHOUSE
200 W. San Francisco Street
Only available M-F 9:00 – 6:00 p.m.

FLAGSTAFF CITY HALL
112 E. Aspen • *Only available M-F 9:00 – 6:00 p.m.*

PULLIAM AIRPORT
Main Terminal • Flagstaff, AZ

VISITORS CENTER
1 E. Route 66, Flagstaff AZ 86001

BOARD OF DIRECTORS

Bob Dittel, Chairman
Gary Wronamark, Vice Chairman
Rob Cook, Secretary
Jim Muns, Treasurer
Olivia Lorenz, Member
Dana Rich, Member
Helen Heul, Member

SUPERVISORY COMMITTEE

Betsy Suter, Chairman
Elin Taly Miska, Member
Samuel Grammer, Member

CREDIT UNION STAFF

WEST FLAGSTAFF
PRESIDENT/CEO — Jennifer R. Harris
CHIEF FINANCIAL OFFICER — Katherine Escobedo
MANAGER — Marlene Bosa
LOANS — Andrea Eschbacher
ACCOUNTING — Frances & Mary
MEMBER SERVICES — Stefanie
TELLER SERVICES — Dorothy & Jennifer A.

EAST FLAGSTAFF
MANAGER — Lori Sauer
COLLECTIONS MANAGER — Jan in Ne Ne
COLLECTIONS ASSISTANT — Jessica
LOANS — Jennifer V.
MEMBER SERVICES SUPERVISOR — Petra
TELLER SERVICES — AJ, Julia, Misty & Lisa

PAGE OFFICE
MEMBER SERVICES — Misty
TELLER SERVICES — Jon & Jessica




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Coconino FCU in AZ created a custom piece for Sprint for their April 2010 newsletter.

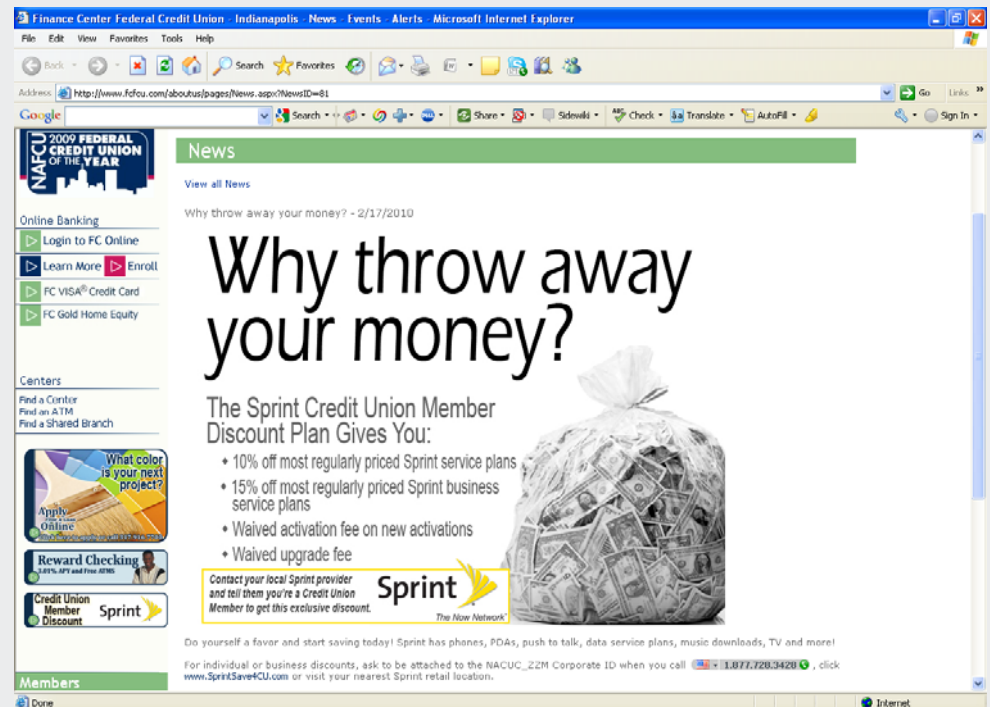
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Invest in
America 

CU Member Rewards Program
www.lovemycreditunion.org

Credit Union Best Practices

Financial Center FCU in Indiana created an entire page in the News section of their web site to promote the Sprint program.



The screenshot shows a Microsoft Internet Explorer browser window displaying the website for Finance Center Federal Credit Union. The page is titled "News" and features a prominent article with the headline "Why throw away your money?". The article promotes the "Sprint Credit Union Member Discount Plan" and lists several benefits:

- 10% off most regularly priced Sprint service plans
- 15% off most regularly priced Sprint business service plans
- Waived activation fee on new activations
- Waived upgrade fee

The article also includes a call to action: "Contact your local Sprint provider and tell them you're a Credit Union Member to get this exclusive discount." and the Sprint logo with the tagline "The Now Network".

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League/LSC Benefits

- ▶ Effective tool to help credit unions generate non-interest income
- ▶ Income generator for Leagues/LSCs - marketing incentives paid annually for participation, equal to the marketing incentives earned by credit unions in your state
- ▶ FREE marketing materials to promote the benefits of participation to credit unions
- ▶ Helping to distinguish the added benefit of being a credit union member
- ▶ Program helps League/LSC staff approach credit unions otherwise not interested in meeting

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League/LSC Requirements

- ▶ 2 levels of participation
 - ▶ Full Promotion
 - ▶ Endorsement
- ▶ Field staff must actively market the Plan, including obtaining credit union Sprint participation & renewal order forms (Full Promotion level only)
- ▶ Refrain from marketing, promoting or selling any product or service that competes, directly or indirectly, with Sprint/Nextel.
- ▶ Include the Sprint credit union agreement & renewal order form in League/LSC offerings.
- ▶ Promote Sprint on the League/LSC Web site, by utilizing an approved banner ad and link provided by CU Village.

League/LSC Requirements

- ▶ Publish approved advertisements to promote the Plan in an League/LSC publication at least two (2) times per Contract Year: October 1 – September 30.
- ▶ Continuously display materials in lobby areas of League/LSC office(s) where members cus will have access to them.
- ▶ Using e-mail, market the Plan to member credit unions at least one (1) time per calendar quarter.
- ▶ Provide standard booth space at no charge to CU Village/Sprint at the League/LSC Annual Meeting in the business partner area.
- ▶ Add CU Village to the League/LSC event announcement mailing list.

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League/LSC Responsibilities

- ▶ In addition to the requirements listed above, leagues should do the following:
 - ▶ Review monthly updates sent via email by CU Village regarding the status of each participating credit union and their compliance with marketing requirements.
 - ▶ Work with participating credit unions in your state to ensure compliance with cu marketing requirements:
 - ▶ Web site banners, newsletter articles/ads, statement inserts, lobby materials
 - ▶ Provide training for League/LSC staff via monthly webinars provided by CU Village.
 - ▶ Ensure participating credit unions complete the renewal form annually with their quarterly statement insert request and additional lobby materials needed.

League/LSC Marketing Incentives

- ▶ If the League/LSC participates at the **Full Promotion level** the incentive would be equal to the total incentives paid to the participating credit unions in that League/LSC service area for the Contract Year.
- ▶ If the League/LSC participates at the **Endorsement level** the League/LSC would receive an incentive equal to Fifty (50) percent of the total incentives paid to the participating credit unions in that League/LSC service area for the Contract Year.

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League Best Practices

The screenshot shows a website banner for the Tennessee Credit Union League. At the top left is the league's logo with the text "TENNESSEE CREDIT UNION LEAGUE" and a state flag icon. To the right is the logo for "AMERICA'S CREDIT UNIONS™" with the tagline "Where people are worth more than money.™". Below these is a navigation menu with links: Home, About Us, About Credit Unions, Governmental Affairs, Education, Info Center, Communications, CU Services, Links, and Site Map. A central promotional message reads: "Credit Union Members can now live wirelessly ever after. 10% Off and Waived Activation Fee". To the right of this message is the Sprint logo with the word "ahead" and a link that says "Click Here for More Information". At the bottom of the banner is the "Invest in America" logo, which features the word "America" in a blue script font with a stylized American flag graphic.

The Tennessee Credit Union not only promotes the League's endorsement of IIA and Sprint through their web site but asked their Board of Directors via a letter to cascade their support among credit unions.

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League Best Practices

The California Credit Union League developed a Sprint Marketing Plan for 2010 to map out their strategy for maximizing Sprint CU partners.

Sample



**2010 Marketing Plan
Sprint**

Objectives:

- Promote Sprint via targeted segmentation
- Attach new credit unions to Sprint
- Show the value proposition of the Sprint

Strategy:

Promote Sprint by using new and existing communications channels:

- *Credit Union Digest* magazine
- Business Resources e-newsletter
- League Pack Mailing to all League-members CEOs
- Participation at League's Annual Meeting & Conventions 2010



California CREDIT UNION LEAGUE NEVADA CREDIT UNION LEAGUE

Consumers Media Center Business Services

Sprint Nextel
Your credit union, members, and employees can save with discounts on Sprint Nextel services and equipment. Make membership even more valuable by offering exclusive discounts: marketing incentives make it profitable and free marketing materials make it simple.
[Request to be contacted](#)



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League Best Practices

The e-Newsletter of the Credit Union League of Connecticut regularly promotes Invest in America and in this issue Sprint specifically.

CT League Daily Update
Friday, March 19, 2010
E-Newsletter of the Credit Union League of Connecticut

Sprint 

Sprint Nextel Discount Program

There is still time to participate in the **Credit Union Member Discount Plan** with **Sprint Nextel**.

Proud Partner of



Get Started Today

Call 800-262-6285 ext 521

Or visit

www.LoveMyCreditUnion.org

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