



## WHAT IS 'THE DAKOTA CU EDGE?'

The Dakota CU Edge is an exciting new program from CUAD that highlights the value of credit union membership.

The program will include 150+ unique and compelling offers at local merchants throughout the region to reinforce the fact that credit unions support our community and offer smart ways to save money.



**The free Android and iOS apps use location awareness to automatically notify users when they are near a special offer from a nearby merchant.**

## CAN PEOPLE WHO DO NOT BELONG TO A CU USE THIS?

YES! – We're building this for consumers who are credit union members as well as others who may be interested in joining. Think of this like the "Got milk?" campaign. Even if you aren't a milk drinker, the exposure to the campaign reinforces the wholesomeness of milk. It's the same with The Dakota CU Edge - even if you aren't a member of a credit union, you should download this app for great local savings.

For more information, contact Larky at 415 952 7598.

New Ideas Conference Attendees: Visit <http://bit.ly/DakotaCUEdge> to download the app see how it works.

# HOW DO CUAD MEMBER CUs PARTICIPATE?

## INTERESTED IN ADDITIONAL EXPOSURE? A SINGLE SHARE INCLUDES:

- **One location-based notification** to promote a product from your CU. For example, this could be a notification at an auto dealer promoting auto loans. Ask for our case study from Goldenwest Credit Union about their success with this type of marketing.
- **Three unique offers** at merchants you suggest in your community. This can help reinforce your relationships with great local merchants. They pay nothing to participate, and Larky does the work to set up the offer.
- **Mobile advertising** within the platform.

## HOW MANY SHARES DO YOU NEED?

Purchase multiple shares to increase your exposure and support the initiative. For example, three shares provide 3X the power.

### Suggested participation by asset size:

- < \$250M: up to 5 Shares
- > \$250M: 6 or more Shares

**Each Share is \$200/month**

## BENEFITS

### FOR OUR REGION:

- Reinforce the value of CU membership.
- Support local community businesses.
- Save consumers money (and attribute the savings to credit unions).

### FOR YOUR CREDIT UNION:

- Promote your products at the right time and place. (e.g. when members are at a dealership, send them auto loan rates).
- Encourage membership in your CU.
- Strengthen relationships with members.

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## SIGN US UP!

Name of Credit Union: \_\_\_\_\_ # of Shares: \_\_\_\_\_

Authorized by (Credit Union Contact): \_\_\_\_\_

### CONTACT FOR MARKETING ASSETS:

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

### CONTACT FOR BILLING INFORMATION:

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

An invoice for one month of service will be issued upon return of this completed form. One month after the public launch of The Dakota CU Edge (January 2017), monthly invoicing will begin. You will be invoiced on the first business day of each month. Invoices are payable within 30 days to ensure uninterrupted inclusion in The Dakota CU Edge. Initial agreement term of 12 months with month-to-month service thereafter.

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