

2018 2ND QUARTER MARKETING REPORT

Items From 1st Quarter Marketing Report

April 20 to July 20

Statement Provider Conversion

We went live with our statement conversion on May 1. We are working on tweaking a few features to give a better product to our members.

July 20 to Oct 20

Children's Savings and Checking Accounts

We are in the process of choosing names for the Children Savings and Teen Checking. Kirby Savings account will have a name change. We will have to create features, policies and restrictions for the Teen Checking. Our goal is to have these live when we open our Claremore location.

High End Dividend Checking Account

We have met with Finastra and asked them if our current relationship pricing can do the tasks that is required to provide High End Dividend Checking. They said yes, so we will have a training session to set this up and start testing. Our goal is to have this live when we open our Claremore location.

Plans for the Two New Branches

We are going to break this out in two parts, the Claremore branch and the Pryor branch.

Claremore

The first steps is to share progress photos on social media. Once we get about 1/2 through the project, we will start implementing the rest of the communication to members and businesses and start finalizing the grand opening plan.

Pryor

I can give more information once we hear more from the Industrial Park.

Balance Transfer/Checking Account Promotion

Starting July 23rd, we are going to push out a Balance Transfer and checking account promotion. This will be done in branch, but we are also focusing on reaching people through targeted online ads and targeted emails. This will go on until mid October.

Radio Remote with Folds of Honor

With the success that we had at the radio remote with the Alzheimer's Foundation, we are going to try to do a remote with the Folds of Honor. We have reached out to Transfund to help us put this together.

80 Years Celebration

This is Red Crown's 80 year anniversary and we would like to do something special. We are thinking about doing something the last 80 days of the year. We can discuss this in our meeting next week.

Thanks,

Jeremy Daggs
Morgan Gallant
Red Crown Credit Union Marketing Department