

Helping Credit Unions  
Serve, Grow and Remain Strong.



CU solutions <sup>GROUP</sup>

# Credit Union Benefits

- **Enhance the value of membership:** Credit union members receive a 10% discount and business members receive a 15% discount on select regularly priced Sprint monthly data service. Valid in conjunction with most Sprint National handset offers and other promotions.
- **Earn non-interest income:** Marketing Reimbursements are paid to participating credit unions
- **Help boost credit union credit/debit card use**
  - Payment form used to automatically verify credit union membership
- **Free marketing materials:** inserts, articles, web banners, posters, and more
- **Sprint handles all member service needs**
- **Unique consumer and business offers available from Sprint**
- **Opportunities to work with local Sprint stores to support community businesses**

Program Impact through May 31, 2016	
Sprint Activations	1,768,564
Total Saved by Members	More than \$684 million



## Member Discounts

- 10% off select regularly priced Sprint monthly data service
- Valid in conjunction with most Sprint National handset offers and other promotions

## Business Member Discounts

- 15% off select regularly priced Sprint monthly data service
- Valid in conjunction with most Sprint National handset offers and other promotions

## How

- Visit: Any retail outlet where Sprint products are sold
- Call: 877.SAVE.4.CU (877.728.3428)
- Members indicate that they are a credit union member and mention Corporate ID: NACUC\_ZZM (individual)/NACUC\_ZDS\_ZZM (business)
- Verification of credit union membership is required
- To learn more, visit: [www.LoveMyCreditUnion.org/Sprint](http://www.LoveMyCreditUnion.org/Sprint)



**2016 Calendar Year: January 1, 2016 – December 31, 2016**

## **Ongoing Marketing Requirements**

Must be continuously displayed for as long as the credit union is enrolled in the program.

## **Website Promotion**

Place program banner/link on credit union website, preferably home page, within 30 days of enrollment.

## **Lobby Promotion**

Place program materials (paper or digital) in all credit union lobbies within 30 days of enrollment.

## **Employee Communication**

Include program information in human resources new hire packets within 60 days.



**2016 Calendar Year:** Complete at least one (1) member Quarterly Communication Tactic in at least three (3) of the four (4) quarters to be eligible to receive the Sprint Marketing Reimbursement. Approved logos and program discount information **MUST** be included. Credit union will need to fulfill all Ongoing and Quarterly Marketing Communication Requirements each calendar year to receive the Sprint Marketing Reimbursement for that calendar year.

## Quarterly Communication Tactics

- Quarterly paper statement inserts or e-statement insert. Text only statement messaging is **not** acceptable. **Must reach every share account holder 18 years or older.**
- Direct mail promotion: **must reach at least 50% membership.**
- Quarterly newsletter article/ad: **must reach every share account holder 18 years or older.**
- Email blast: **must reach at least 50% of membership.**
- ATM digital screen ad: **30-day minimum display**
- Drive-thru digital display ad: **30-day minimum display**
- Local or national newspaper ad: **two (2) ad minimum/quarter**
- Radio spot: **30-day minimum run**



## Quarterly Communication Tactics continued

- Program banner and URL link on home banking/online banking pages for at least one (1) quarter. Can only be used to fulfill one (1) quarterly marketing requirement. This banner option is in addition to the Ongoing Web Site Promotion requirement.
  - If login page is on the HP, then it must be after logged in.
  - If login is separate it can be wither ON the login page or once you are logged in.
- Invite Sprint (through CUSG) to participate in a lobby event at the credit union - providing Sprint space to set up information. (Must have at least 5,000 members). Can be used to fulfill one (1) quarterly requirement.

*Credit union must use approved marketing materials provided in the Love My Credit Union Rewards Partner Center or include mention of Love My Credit Union Rewards name, logo, website, and discount.*



# Additional Marketing Suggestions

## Additional Banner Locations

- Member Discount Page
- Member Benefits Page
- Home Banking Page
- Locations & Hours Page
- Home Equity Loan Page
- Home Mortgage Page

## Additional Communication Tactics

### Social Media

Utilize social media to enhance quarterly marketing requirements: Facebook, Twitter, blogs, mobile app marketing...

### Select Employee Group Communication

Include program information in select employee group packets within 60 days.

**All marketing materials are provided FREE of charge!**



## Marketing Reimbursement Calculation

The Reimbursement Pool is created from revenues earned during the Contract/Calendar Year. Credit unions are paid the percentage of the reimbursement pool that is equal to their percentage of the total audience of members being marketed to nationally.

### Example

- Credit Union Reimbursement 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 Reimbursement = \$20,000**

## 2016 Reimbursement Schedule

NEW participating credit unions in their 1st Contract/Calendar Year will be paid a percentage of their reimbursement pool portion based on the first month that the credit union completes the initial quarterly communication tactic of the credit union's choice.

January	12/12
February	11/12
March	10/12
April	9/12
May	8/12
June	7/12
July	6/12
August	5/12
September	4/12
October	3/12
November	2/12
December	1/12

In following Calendar Years, **assuming all requirements are fulfilled**, participating credit unions will receive 100% regardless of what month(s) they decide to complete their quarterly communication tactics.

**2016 Calendar Year**  
**January 1, 2016 - December 31, 2016**



To ensure the continued integrity of this program, members must periodically provide documentation to verify credit union membership = eligibility of the program discount.

**New Sprint customers** are required to verify credit union membership within 30 days of activation.

**Current Sprint customers** are required to provide proof of discount eligibility when upgrading their device if it has been 20+ months since their last verification.

**Proof of membership options include any of the following with the member's name:**

- Credit Union Check ●
- Unexpired Credit Union Credit/Debit Card ●
- Current Credit Union Statement (issued within the last 90 days) ●
- Credit Union Membership Card ●



**Verification is easy and only takes a few minutes to complete.**

**There are four ways for members to verify credit union membership:**

**1. Download the free Love My Credit Union Rewards app for Android and/or iPhone**

- iPhone users can find the app in the Apple App Store.
- Android users can find the app in the Android Market.
- Members search for “**Love My Credit Union Rewards.**”
- Members will be prompted to black out all confidential information within the app on their phone.



**2. Fill out and fax the Sprint Verification Form and supporting documents to the Sprint Corporate Accounts: 913.523.1987 or toll free: 877.687.8211.**

**3. Visit [www.Sprint.com/verify](http://www.Sprint.com/verify) and select “fax or upload your verification.” Members will be forwarded to <http://mysprint.sprint.com/verify/pages/uploadform.jsp> where they can complete and upload the form and attach their proof right to the site.**



## 4. Pay their Sprint monthly bill through a credit union checking account or credit union debit/credit card.

- Sprint pulls the R&T and credit/debit card BIN numbers monthly and verifies credit union membership for all accounts being paid from a credit union account.
- These members are validated monthly each time the report is pulled. Members verified through this process have no need to go through any other verification process.

**For options 2 and 3: Members need to black out all confidential information on their documentation prior to faxing/uploading.**

Once Sprint validates information, usually within 5 business days, members will receive a confirmation email. If Sprint has questions, they will contact the member at the wireless number provided. It will take 1 to 2 billing cycles for the member to see the discount on an invoice. Sprint is unable to issue retroactive credits.



Once a [www.LoveMyCreditUnion.org](http://www.LoveMyCreditUnion.org) account is established, enrollments are online and can be accessed directly in the credit union's dashboard. This program is auto-renewed each year.

www.lovemycreditunion.org/partner-center-main

Love My Credit Union Rewards Program Webinars

- Program benefits
- Participation options
- Enhancing member value
- Easy 4-step enrollment process

Click here to view and register.

myDashboard  
(Reports, Enrollment, Marketing Materials)

get social

>Welcome to the new Love My Credit Union Rewards. Our new, simplified marketing requirements and bundled enrollment options were created to make this program easier for credit unions to work with. Boosting loans, building member loyalty and earning non-interest income just got easier!

- All Program Bundle Staff Training
- Webinars
- Partner Offers

Credit Unions

- Credit Union Enrollment Forms
- Gas Station TV Ads
- Marketing Materials
- Love My Credit Union Partner Offers
- Frontline Staff Updates
- Current Newsletter
- Archived Newsletters
- Reports

Leagues

- League Sales Kit
- League Updates
- Current Newsletter
- Sprint Marketing Materials
- Reports
- Sales Kit
- Archived Newsletters
- Executive Training Exam

Learn More

- Invest in America Wins 2012 Herb Winner Award for Best Program
- Contacts
- Indirect Lending Partner
- Participating Credit Unions

SiteLock SECURE  
Passed 12-May-2014





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