



Xtend Presents Member Reach Basic

e-Communication Services

Don't be fooled by the name. Member Reach Basic is anything but.

Member Reach is an electronic communication program that utilizes CU*BASE tools to reach out to your members at important moments. Messages are delivered via email and we have a library of over 30 messages, which means dozens of ways to show your members you are paying attention to their relationship with you. Messages range from "Happy Birthday" to "Open a New Certificate" to "Welcome to the Credit Union."

Besides our automated messages, we are prepared to create your monthly and quarterly statement and e-statement messages for you. We can also complement your marketing efforts with our survey and custom messages creation.

Member Reach is 44 partners strong and sends over 1 million electronic messages each year! If you think Member Reach Basic would be a benefit to your members or want to know more, please do not hesitate to contact Julie Gessner at jgessner@xtendcu.com or call 800-327-3478.

These actual member responses help reinforce that members like hearing from their credit union.

Re: We Don't See You Very Often

"Thanks. Do appreciate the service...And your interest rates are better than most, even in these hard times."

Re: Wishing You the Best Birthday Ever

"To the...CU workers, thank you for the birthday greeting. God Bless all of you and thank you for running a very good credit union."

Re: We Are Sorry You Have Left Us

"I am sorry to have left you also. I would use this credit union again for sure and have told people how great you are. Thank you."

Re: We Are Celebrating Your Membership

"No, I can not believe it's been 5 years. 5 years of the most trouble free banking I've ever experienced. THANK YOU...to all the WONDERFUL, friendly and kind people that work there!"

Session 0 CU*BASE GOLD - Master Library of Member Connect Messages

Master Library of Member Connect Messages

Position to: Message type Message subject

Type	Day	Message Subject	First Line of Text
AP	N	You Are One Step Closer	You are now one step closer to pa
AQ	N	You Are Almost There	You are closer than ever before t
AR	N	Exceeding Your Expectations	We hope you are enjoying the bene
AS	N	Happy Anniversary	Congratulations! It has been one
AT	N	We Are Celebrating Your Membership	Can you believe it's been five ye
AU	N	Benefits of Membership	Being an owner of your credit uni
AV	N	Membership Has Its Privileges!	Congratulations! Your membership
AW	N	Membership Has Its Rewards	As a Gold Status Member we hope y
AX	N	VIP Membership	Congratulations! Your service lev
AY	Q	We don't see you very often.	We don't see you very often to te
AZ	Q	A Personal Branch Made Just For You	There couldn't be a better time t
BA	W	Collections	Dear Member,
BB	N	A Safe Way to Pay	Have you tried CU*EasyPay! yet? I
BC	N	Stop Digging for Loose Change	Are you on the go with no time to
BD	N	Life Can Take You Away	Without a doubt, life's circumsta

Change
 Copy
 Delete
 View

Backup F3
Create F6
Sort Subject F11

Pricing is Based on Asset Size

Up to 30M in Assets — \$25 per week

Above 30M in Assets — \$50 per week

