

# Communicate automatically with **Member Reach.**

## What is it?

A customizable library of electronic messages, set to automatically send to your members.

Sends are based on a pre-defined schedule of events, such as birthdays, CDs reaching maturity, and more.

## Available topics

### Lending

Engage with members about loan payoffs, new loans, new homes and more.

### Milestones

Communicate about birthdays, membership anniversaries and other membership milestones.

### New Members

Get specific with your new members! Help them get set up with self-services and loans.

### Product Promotions

Engage with members about adding on additional services to their existing ones (such as eStatements, Bill Pay, etc.).

### Rewards

Talk with your members about various rewards possible at your credit union!

### And more!

We're always developing new emails to add to our library.

## What's included?

### A library of 40+ messages

Messages are built in HTML, with images, rich color and interactive features for screens of all sizes.

### Monthly reporting

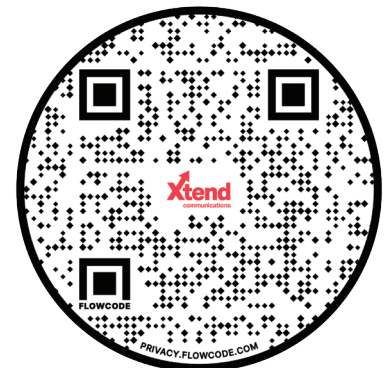
See how members are receiving and responding to your Member Reach communications.

### Message customization

You choose which messages to activate, and we'll work with you to customize them to fit your brand.

### And more!

Contact us for more info on available add-ons.



**Interested?** Visit [xtendcu.com/communications](http://xtendcu.com/communications) to learn more about our offerings!

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