

# Member Reach Message Library

Select (Y/N)   Code   Message Topic   Day Sent   Audience Details   Message Subject Line						Loan Categories, Dividend Applications or Underwriting Code				
<div><input type="checkbox"/></div> <div>Daily Message</div>										
<input type="checkbox"/>	BS	New Membership	Every Day	Memberships opened the previous day	Welcome to Your Credit Union					
<input type="checkbox"/>	BT	Birthday	Every Day		Happy birthday!					
Weekly Messages										
<input type="checkbox"/>	AA	Paid Off Loans	Monday	Members with an indicated loan paid off in the previous week.	We are Celebrating Your Success					
<input type="checkbox"/>	BM	Turned 18 - No Checking	Monday		Celebrate with a New Checking Account					
<input type="checkbox"/>	AB	Certificates Reaching Maturity in the next week	Tuesday		Certificate Reaching Maturity?					
<input type="checkbox"/>	AC	Closed Membership	Tuesday		Sorry To See You Go					
<input type="checkbox"/>	BN	Approved but not funded loans	Tuesday	Loans approved in the last week without funding. Underwriting code for approved loan is required.	Thanks for your interest!					
<input type="checkbox"/>	BU	Payment Reminder	Wednesday	Send to all members with payments > \$0, a current loan balance > \$0, and due in the next 4-10 days (Sunday - Saturday)	You have a payment due soon					
<input type="checkbox"/>	AE	New Membership - Week 2 - No Checking	Wednesday	Sent to members with no checking account who opened their account two weeks prior	Having a Checking Account is Easy					
<input type="checkbox"/>	AF	New Membership - Week 3 - No Loan	Wednesday	Sent to members with no loans who opened their account three weeks prior	Make the most of your membership!					
<input type="checkbox"/>	AG	New Membership - Week 4 - Self Service	Wednesday	Sent to members who opened their account four weeks prior	Convenience of Ownership					
<input type="checkbox"/>	AH	New Checking Account	Thursday	Excludes new memberships opened in the last week and accounts with less than \$1.00	You Made the Perfect Choice					

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<input type="checkbox"/>	AI	New Closed End Loan	Thursday	Excludes new memberships opened in the last week	A Smarter Way to Pay				
<input type="checkbox"/>	AJ	New Certificates - Including IRA	Thursday	Excludes new memberships opened in the last week	Thank You for Your Investment				
<input type="checkbox"/>	AK	New Home - CU*BASE Retention Only	Friday	Members with recently opened Mortgages. <b>Loan Categories are required.</b>	Welcome Home				
<input type="checkbox"/>	AM	New Credit Cards - Online	Friday	Excludes new memberships opened in the last week	The Only Card You Will Ever Need				
<input type="checkbox"/>	AN	New Credit Cards - OTB	Friday	Members with new OTB credit cards. <b>Dividend application are required and must be for the <u>sweep accounts</u> used.</b>	The Only Card You Will Ever Need				
Monthly Messages									
<input type="checkbox"/>	AR	Anniversary - 1 Month	Monthly - 11th Day		What a month it's been!				
<input type="checkbox"/>	AS	Anniversary 1 Year	Monthly - 11th Day		Happy Anniversary!				
<input type="checkbox"/>	AT	Anniversary 5 Years	Monthly - 11th Day		We are Celebrating Your Membership				
<input type="checkbox"/>	BO	Dormant Predictor	Monthly - 11th Day	Based on configurations in Tool #950	We're Committed to You				
<input type="checkbox"/>	AO	Loans Reaching Payoff 90-60 Days	Monthly - 12th Day	Members with closed loans with only 3 payments left	Your Loan is Reaching Payoff				
<input type="checkbox"/>	AP	Loans Reaching Payoff 59-30 Days	Monthly - 12th Day	Members with closed loans with only 2 payments left	You Are One Step Closer				
<input type="checkbox"/>	AQ	Loans Reaching Payoff 29 Days or Less	Monthly - 12th Day	Members with closed loans with balance owed <= Payment Due	You're Almost There				
<input type="checkbox"/>	BD	No Transactions in the Last 60 Days	Monthly - 12th Day	Targets members with no transactions in share or checking accounts	No time? No problem!				

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Loan Categories, Dividend  
Applications or  
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## Quarterly Messages

<input type="checkbox"/>	AY	Members - Online Transactions Only	Quarterly - 6th Day	Members who have only used ATM and online services	We appreciate you!	
<input type="checkbox"/>	AZ	Members - Branch Transactions Only	Quarterly - 6th Day	Members who only use Teller Transactions	A Personal Branch, Just For You	
<input type="checkbox"/>	AU	Tiered Service Level 1 - Basic Membership	Quarterly - 6th Day	Based on configurations in Tool #853	Benefits of Your Membership	
<input type="checkbox"/>	BP	Increase Debit Usage	Quarterly - 6th Day	Members with unused or rarely used debit cards. Less than 10 transactions in previous quarter.	Take Your Credit Union with You	
<input type="checkbox"/>	AV	Tiered Service Level 2	Quarterly - 7th Day	Based on configurations in Tool #853	Membership Has Its Privileges!	
<input type="checkbox"/>	BG	Valid Online Banking But No Email Address	Quarterly - 7th Day		We Look Forward to Hearing From You (sends as an online banking message)	
<input type="checkbox"/>	BB	Online Banking but No Bill Pay!	Quarterly - 7th Day		A Safe Way to Pay	
<input type="checkbox"/>	AW	Tiered Service Level 3	Quarterly - 8th Day	Based on configurations in Tool #853	Membership Has it's Rewards!	
<input type="checkbox"/>	BH	Members 18-25 Years With No Loan	Quarterly - 8th Day		Experience Matters	
<input type="checkbox"/>	BI	Online Banking but No eStatements	Quarterly - 8th Day		Safe, Secure and Easy	
<input type="checkbox"/>	AX	Tiered Service Level 4	Quarterly - 9th Day	Based on configurations in Tool #853	VIP Membership Status	
<input type="checkbox"/>	BF	Checking Account But No Debit Card	Quarterly - 9th Day		Time is money. Save both.	
<input type="checkbox"/>	BC	No Checking Account	Quarterly - 9th Day		Take your money anywhere!	

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## Loan Categories, Dividend Applications or Underwriting Code

<input type="checkbox"/>	BQ	Increase CC Dollars - Balance Transfers	Quarterly - 9th Day	Members with available credit card balance over:	Balance Your Budget Better	\$0.00	minimum avail.balance
<input type="checkbox"/>	BR	Travel Reminder	Quarterly - 18th Day	Members with Debit Cards	Are you traveling? Let us know		
<input type="checkbox"/>	MB	Text/Mobile Banking Option	Quarterly - 18th Day	Sent to all members who have not used the mobile app within the last 3 months	A Virtual Branch in Your Pocket!		
<input type="checkbox"/>	BV	Digital Wallet	Quarterly - 18th Day	Sent to members with debit or credit cards opened in the previous quarter. (Does not include ATM cards.)	Make Payments a Touch Easier		
<input type="checkbox"/>	BW	eAlerts	Quarterly - 18th Day	Members who have logged into online banking but not enrolled in eAlerts	Receive convenient account alerts		

## Semi-Annual Message

<input type="checkbox"/>	CD	Business Lending	Semi Annually	All business accounts	No business loan is to small	
<input type="checkbox"/>	SO	Social Media Awareness	Semi Annually	All Members	Get Social	

<p><b>Standard Audience Exclusions:</b> Members under 18, deceased members, opt outs of CU and 3rd party contact, members with written off, charged off, or delinquent loans, etc.</p>
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