



Third Quarter 2018

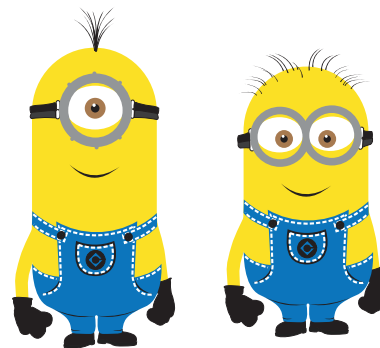
SuperMarketing Calendar



Welcome to **FSI's 3rd Quarter SuperMarketing Calendar**. We hope you enjoy the following promotional ideas for the months of July, August, and September featuring winners from our **2018 Conference Idea Exchange**. Be sure to visit The Smart Cart at **www.supermarketbank.com** to view photos of these winning entries and more contest submissions for fresh, new ideas for your program.

July 2018

Su	M	Tu	W	Th	F	Sa
1	2	3	4 <small>Independence Day</small>	5	6	7
8	9	10	11	12	13	14
15	16	17	18 <small>National Hot Dog Day</small>	19	20	21
22	23	24	25	26	27	28
29	30	31				



A Minion Reasons to Switch*

FSI SIGNATURE AWARD WINNER

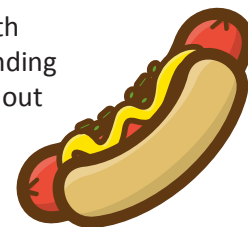
Congratulations to the in-store team of Solano First Federal Credit Union in Fairfield, CA! They won the FSI Signature Award during FSI's 2018 Conference Idea Exchange, and the branch will be treated to a "signature" dinner hosted by us!

In an effort to boost membership, the staff at Solano First Federal Credit Union decorated their branch with a Minion theme complete with a gift basket giveaway and dress-like-a-Minion Fridays. For each week of the month, a different product or service was highlighted. Go to The Smart Cart to see how the FSR team exceeded individual goals as well as its monthly loan production goal.

Hot Diggity Dog!

July 18 is designated National Hot Dog Day. Celebrate this yummy all-American favorite with a few customer appreciation activities.

Work with your retailer to bring in a hot dog cart complete with condiments and drinks. Make sure to take advantage of the branding opportunities by having the branch staff serve hot dogs or hand out drinks. Greet store customers as they enter the store and invite them to enjoy a free hot dog, compliments of your financial institution.



**See complete ideas and photos in The Smart Cart archives.*



Positive Initiatives*

BEST EMPLOYEE GAME/CONTEST CO-WINNER

Congratulations to the in-store team of Reliant Community Credit Union in Geneva, NY for winning Best Employee Game/Contest Award during FSI's 2018 Conference Idea Exchange. They earned lunch for the whole branch!

Management from Reliant Community Credit Union kicked off 2018 on a positive note by creating and implementing three activities to encourage their team's morale and spirit. The Vision Board project, a Happy Jar, and the Positivity Email Chain has helped strengthen support among peers, build team bonds, open lines of communication, as well as keep the tone of the branch upbeat. Take a moment to read how these activities have skyrocketed the team's participation level and overall growth.



Fall Referral Employee Game*

BEST EMPLOYEE GAME/CONTEST CO-WINNER

Congratulations to the in-store team of America First Federal Credit Union in Las Vegas, NV for winning Best Employee Game/Contest Award during FSI's 2018 Conference Idea Exchange. They earned lunch for the whole branch!

The team at America First Federal Credit Union's Montecito Smith's ran a monthly referral campaign during the month of September to increase their production of referrals. Each employee started with a bare (leafless) tree posted in their security room. Their goal was to fill the tree with leaves based on the referrals accumulated each week. The game was a great success, doubling their monthly referral goals. Check out The Smart Cart for more detail on how this team maintained strong enthusiasm throughout this entire campaign.

**See complete ideas and photos in The Smart Cart archives.*

August 2018

Su	M	Tu	W	Th	F	Sa
			1	2	3 National Watermelon Day	4
5	6	7	8	9	10 National S'mores Day	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26 National Dog Day	27	28	29	30	31	

***Make a Friend.
Make a Customer.®***

September 2018

Su	M	Tu	W	Th	F	Sa
						1
2	3 <small>Labor Day</small>	4	5	6	7	8
9	10	11 <small>Patriot Day</small>	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

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Go for Gold with CCCU*

BEST DÉCOR/PRESENTATION WINNER

Congratulations to the in-store team from Collins Community Credit Union in Johnston, IA for winning the Best Décor/Presentation Award during FSI's 2018 Conference Idea Exchange. They won lunch for the whole branch on FSI!

Since this Price Chopper branch is located deep within the store, the team works hard to develop exciting displays to draw more awareness. Collins Community Credit Union's Price Chopper branch staff created a patriotic themed promotion in recognition of the 2018 Winter Olympics games occurring at the time. Each morning the team updated the number of gold, silver and bronze metals that were won the day before. As a result of this promotion, the team is opening more accounts and increasing loan applications. Visit The Smart Cart to see photos of their amazing decorations.

What Are You Doing This Summer?*

BEST BRANCH ACTIVITY WINNER

Congratulations to the in-store team at Workers Credit Union in Leominster, MA for winning the Best Branch Activity Award during FSI's 2018 Conference Idea Exchange. As a result, the branch staff will enjoy lunch on FSI!

In the spirit of summertime, the staff at Workers Credit Union prepared lively décor and fun activities to attract interest for their loan rates. The team created "Camp WCU," complete with trees, a tent, and even a simulated fire pit.

During aisle walks, team members competed to find out the most about their members' summer plans and create opportunities to discover their individual financial needs. Each new RV loan received free camp chairs. A drawing was held at the end of the month to give away a cooler loaded with summer essentials. Discover how this branch nearly tripled their \$500,000 loan goal by seeing their complete Idea Exchange submission on The Smart Cart.

**See complete ideas and photos in The Smart Cart archives.*

