



3<sup>rd</sup> Quarter 2019

# *Super Marketing Calendar*

***Welcome to FSI's 3<sup>rd</sup> Quarter SuperMarketing Calendar. We hope you enjoy the following promotional ideas for the months of July, August, and September, featuring winners from our 2019 Conference Idea Exchange. Be sure to visit **The Smart Cart** at [www.supermarketbank.com](http://www.supermarketbank.com) to view photos of these winning entries and more contest submissions for fresh, new ideas for your program.***



*Find great resources and ideas on...*

The  Smart Cart

*...your Exclusive, Virtual Consultant.*

[www.supermarketbank.com](http://www.supermarketbank.com)



# July 2019

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	19	20
21 <small>National Ice Cream Day</small>	22	23	24	25	26	27
28	29	30	31			

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## Save With MACU

### FSI SIGNATURE AWARD WINNER

*Congratulations to the in-store team of MembersAlliance Credit Union in Rockton, IL! As the FSI Signature Award winner during our 2019 Conference Idea Exchange, the branch will be treated to a "signature" dinner hosted by us!*

In an effort to boost membership, the staff at MembersAlliance Credit Union decorated their branch with an Addams Family theme complete with spooky decorations and costume Fridays. Every Saturday the team set up a Halloween treat table as staff handed out candy during aisle time. Go to The Smart Cart to see specifics on décor and activities as well as how they exceeded membership and monthly loan production goals.

*\*See the complete idea and photos in The Smart Cart archives.*



## Spark Lasting Connections

The more you consistently make a positive and memorable impact on the people you meet, the better your chances will be to develop fruitful business relationships. Share some patriotic sentiments by decorating the branch in red, white, and blue for Independence Day. Host a giveaway for a box full of fireworks (approved by your management) or a cooler full of sparkling sodas and summertime snacks. Spend time in the aisles inviting store customers to register for the giveaway.



# Hoppin' into Direct Deposit

## BEST EMPLOYEE ACTIVITY WINNER

*Congratulations to the Market Manager of America First Federal Credit Union in Kaysville, UT, for winning Best Employee Activity during FSI's 2019 Conference Idea Exchange. She earned a \$50 VISA gift card!*

Market Manager Penny Butler had two goals in mind when creating this employee game. The teams needed to increase direct deposit accounts and transition employees from completing handwritten to electronic direct deposit submissions. Full game details are outlined in The Smart Cart. Take a moment to read how these activities have skyrocketed her teams' participation level and overall growth.



*\*See the complete idea and photos in The Smart Cart archives.*

## The Future Is Bright

Graduating and living independently is exciting and full of responsibilities for both the graduate and the parents. Inform members/customers how you can help them make the best choices for education loans, credit cards or even IRAs.

Promote special offers on any of these products, which can create a brighter future for those looking for financial assistance on higher education. Decorate the branch with a giant sun along with graduation caps. Design a flyer and roll them like a diploma complete with a ribbon to hand out. Give away sunglasses or a gift certificate to a local sunglasses supplier for each loan or credit card application.



# August 2019

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 2019

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



## Grow Your Financial Success

### 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 2019 Conference Idea Exchange. They earned a \$50 VISA gift card!*



Collins Community Credit Union's Price Chopper branch staff created a colorful promotion to display a garden theme. The team created a life-size cloud from their ceiling light fixture and multiple cutouts highlighting products and services. As a result of this promotion, the team gained new members and helped existing members "grow" their financial situations. Visit The Smart Cart to see photos of their amazing decorations.

## Spin-to-Win

### BEST BRANCH ACTIVITY WINNER

*Congratulations to the on-site Wildcat Stadium team at Service Credit Union in Durham, NH, for winning the Best Branch Activity Award during FSI's 2019 Conference Idea Exchange. They earned a \$50 VISA gift card!*



In 2016, Service Credit Union opened an on-site branch inside the new University of New Hampshire Wildcat Stadium. One of the activities that the branch staff created was a Spin-to-Win prize wheel to use at the branch, as well as college events and games. Not only do they offer prizes from the credit union, but also from local businesses who donate items all year to distribute.

Discover how this branch has grown new memberships by 10% and increased transactions over 39% during a 7-month period via the complete Idea Exchange submission on The Smart Cart.

*\*See the complete idea and photos in The Smart Cart archives.*