

Youth Education and Savings Program

Operations Manual (and Helpful Tips)



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What is the *Savasaurus Club*® Program?

- The *Savasaurus Club*® Program is a youth marketing tool designed to help attract, serve and educate younger members through programs and services with your credit union.
- A unique interactive program developed to encourage younger members to participate in credit union activities and events which develop an understanding and participation in credit union philosophy.

What will the *Savasaurus Club*® do for your members?

- Creates an educational environment for younger members.
 - Brings additional financial literacy to your newsletter with educational articles
 - Adds financial savings tips via brochures or handouts
- Develops the concept of “People-Helping-People.”
 - Encourages community involvement
 - Reinforces the value of giving back to the community
- Makes saving fun for younger members.
 - Incentives to increase savings or event participation
 - Receive points with each deposit (used to “buy” *Savasaurus* items)
- Provides tools to parents to teach good financial habits to their children.
 - Provides educational materials
 - Encourages families to spend quality time together

What will the *Savasaurus Club*® do for your credit union?

- Increases membership and promotes loyalty.
 - Opening new accounts for children – and their parents, grandparents etc.
 - Encourages meaningful communication to members celebrating births, weddings, anniversaries and engagements with new account offers
- Increases member awareness of your credit union.
 - Provides *Savasaurus Club*® promotional items
 - Establishes more contact points with a larger community and member audience
 - Creates awareness within the community as a full-family service oriented business

- Increases member loyalty to your credit union.
 - Opens younger member accounts – keeps them for life
 - Encourages new accounts with parents and extended family members

- Builds an enhanced younger image.
 - Younger members at events
 - Gears advertising towards younger members

- Provides an avenue for community involvement in activities such as parades, concerts, schools, etc.
 - Increases involvement in schools – creates opportunity to teach classes or to establish a “Kidz “R” Us” credit union in schools
 - Encourages children’s activities in community e.g. children’s concerts for seniors groups or during annual meeting
 - Partners with schools – provides ongoing support of education

- Gives members a better understanding of the credit union philosophy.
 - “People-Helping-People” at work – difference between banks & credit unions

How does the *Savasaurus Club*® Program work?

Enrollment of Club Members

We encourage each member under age 12 to be automatically enrolled in the *Savasaurus Club*®. There are no additional costs to the credit union for enrollment.

Membership Kit

Each member may receive a membership kit. Each kit may include such items as a pocket folder, book cover, coloring book, pencil, ruler and eraser. Customize your own membership kit to meet the purpose and intent of your credit union’s Club. Ideas might include: a *Savasaurus Club*® membership card (that can be customizable to the member and credit union), Savasaurus coin saver along with a vinyl receipt holder to store and track deposit and withdrawal receipts.

Members may receive special mailings or participate in Club events.

Events

One of the most exciting and rewarding parts of a successful youth program is event participation. Events bring out younger members and their families. Events give the credit union staff opportunities to interact and network with their community residents. *Savasaurus Club*® members can participate in parades, roller-skating and bowling

parties, swimming events, or attend movies at local theatres. Events can be customized to the needs and budget of any credit union.

Savasaurus University

The Savasaurus “University” is a learning experience for your younger members shaped by credit union staff. University events may include: tours of the credit union or a recycling facility, visits to or volunteering at a local camp for handicapped children, discussions about foreign countries through guest speakers, participation in pottery classes and/or volunteering to clean up a park or roadside. The credit union can encourage participation by giving members extra “points” for attending and also awarding certificates of achievement for member participation in the University.

Drives

Younger members may learn the credit union philosophy of “People-Helping-People” by participating in drives. The credit union can hold quarterly drives for food, clothing or with items for the local humane society, collecting DVDs for local children’s hospitals or whatever you find a need for in your local community.

Savasaurus Points

Club members are encouraged to present their Club membership card with each transaction. A teller places a sticker on their regular transaction receipt. For members with direct deposit or electronic transactions, you may choose to have members bring in their statement to verify deposits or withdrawals. After verifying and providing the appropriate points, the statement may be stamped to show that the transactions were verified and points received. Stickers are provided for both deposits and withdrawals. This encourages younger members to “save” for something special and does not penalize them for withdrawing for purchases. Each sticker is worth one Savasaurus point.

Participation in Club events, Universities, drives or an educational activity can earn additional points. This encourages event participation and reinforces the educational aspects of the program.

Savasaurus points are accumulated and can be redeemed for any number of Club incentives. You can also contact local movie theatres for discount tickets or your local pizza parlor for discounts on pizza that can be used as incentive prizes.

How do I start a *Savasaurus Club*®?

Know your Membership and Potential

- What percentages of the communities you serve are under age 12?
- What percentage of your membership is under age 12?
- If your credit union has less than its market percentage of younger people under age 12, you will find a great potential for increased memberships by offering a *Savasaurus Club*® to your community.

Determine Your Supply Needs

Initially, as a general rule, approximately 50% of your credit unions younger members under age 12 will be active in the Club. Consider this when placing your first collateral supply order.

Collateral Items

The *Savasaurus Club*® Program has a variety of Club-related collateral items to help your credit union attract, promote and grow your *Savasaurus Club*®. DuTrac offers your credit union everything it needs for a successful kids club including membership cards, quarter savers, folders, receipt holders and birth, birthday cards and much, much more.

This full line of *Savasaurus Club*® promotional Club merchandise bearing the *Savasaurus Club*® logo and/or mascot may be used as incentive prizes for your Club. DuTrac offers all of its merchandise at low prices with the option of customizing your order with your credit union logo. A large supply of inventory is generally not required – most younger members join for the Club’s activities.

- Order a sufficient amount of supplies to display in an area accessible to your younger members. (Remember to include any branch locations you may have).
- If you are planning an event, you may want prizes to be won or to be used as a “hand-out.” If you have an idea or specific need, please contact DuTrac Community Credit Union and we will be happy to assist you.

Events

An event sponsored by your *Savasaurus Club*® is by far the best benefit to the membership in the Club. It provides an excellent opportunity to meet younger members and to make them feel welcome at your credit union.

In launching the *Savasaurus Club*® Program, schedule an event 30 to 60 days following the introduction of the Club. It provides younger members an additional incentive to join and demonstrate the Club in action. It is recommended to time events to coincide with newsletters, if applicable. Combining these promotions reinforces messages to both parents and Club members.

DuTrac found that for younger members ages 12 or younger, family events are most successful. We highly recommend invitations to include brothers, sisters, and parents of Club members. This increases the success of the event; but, be conscious of budget allowances.

DuTrac recommends working with vendor staff to provide educational and fun activities during the events. Offer *Savasaurus Club*® prizes to the winners.

DuTrac further recommends distributing tickets through the credit union or having members make reservations by phone or e-mail. This keeps credit union staff informed of the attendance and helps in event preparation. Tickets or reservations should be made available 2-3 weeks preceding the event.

DuTrac recommends that your credit union charge no admission fee for the *Savasaurus Club*® events, but encourage each attendee to make a donation that complements a current drive being sponsored by the credit union.

Below are some sample event ideas:

- **Swimming Event**

Local municipal pools may be available on Friday, Saturday and Sunday evenings for private parties at reasonable rates.

- a) Contact your pool **early**. Reserve dates (including a rain date) and determine budget/costs. Although not necessary, treats are appreciated. Make sure to check with the pool for availability. Package the pricing to include a food item and drink for each participant.
- b) Time the event to coincide with the newsletter.
- c) Allow ample time for families to plan and make reservations.

- **Skating party**

A local skating rink will generally have times available for private parties. Depending on Club size, the credit union can do anything from renting the entire rink to offering discounts on tickets and/or providing refreshments. Package the pricing to include a food item and drink for each participant.

- **Movies**

Most movie theatres have private party plans available at fairly reasonable rates. A list of second run movies is generally available from the theater manager. Pricing will vary from a certain dollar amount per ticket to one price for all. Check into packages that may include soda and popcorn for each participant. Again, family and friends make this event a great member relation tool.

- **Bowling**

A local bowling alley will generally have times available for private parties on Saturday afternoons or anytime during the summer months. The credit union can do anything from renting the entire alley to only a few lanes (depending on member participation), to offering discounts on tickets. Depending on the time of day, package pricing to include a slice of pizza, popcorn and drink for each participant.

Give credit union staff enough time to set-up members on a lane schedule for ease of implementation at the bowling alley.

For other event assistance and details on events, please feel free to give DuTrac a call.

Launching your *Savasaurus Club*®

Announce your Club in your adult newsletter.

Develop a youth newsletter to send to your targeted members under the age of 12.

On the introduction date of your *Savasaurus Club*®, fill your office(s) with as many dinosaurs and prehistoric books, etc. as possible or as the budget allows.

In the youth newsletter, include a coupon for a FREE membership kit. This coupon is collected at each branch office. At the end of the first 30 days, conduct a drawing for each of the dinosaurs, books, etc. that you had put into your branch offices.

Announce an event within 60 days of launch.

Training

Familiarize all credit union staff with the *Savasaurus Club*® and the credit union's goals. This is an important aspect of any successful Club. Make sure to emphasize the service to younger members when they come into your credit union.

Most importantly, encourage your credit union staff to have FUN with the program and the young members!

Consider decorating offices: place promotional danglers from the ceiling and place signs on counters announcing the new *Savasaurus Club*® in each of the credit union branches.

Computer System

Place an identifier in your core processing system to properly track and identify Club members. For example: use "SC" to identify your Club members.

Schedule your first *Savasaurus University* event

These events are generally for small groups of 10 to 50 Club members. Events can be held in the credit union or at another location such as a museum, park or nature center. Choose topics which are of special interest to young members e.g. How about a field trip to a SEG or credit union-sponsoring firm?

Savasaurus University events are generally one to two hours in length, but can last all day. They are a wonderful way for your staff to get to know your younger members.

Call DuTrac for assistance in developing, scheduling and implementing University events. Each one can be unique and we are always here to help provide support.

Involvement

Staff, parents, older Club members, even Board members, will welcome the opportunity to be involved...if asked. Encourage participation and ideas and show appreciation for input and assistance.

With a little bit of enthusiasm, the credit union will find overwhelming support for your *Savasaurus Club*® Program and will have little trouble finding volunteers to help out with Club related events.

Evaluate

Keep track of Club activity, participation and general member acceptance. Plan to make report to your management team, Board and/or staff on a regular basis. Don't wait until year-end!

What changes are required to your credit union's existing products or services?

In general, subscribers to the *Savasaurus Club*®, will not change your credit union's existing products or services. If your credit union has a relatively high minimum membership share purchase, your Board may wish to consider reducing the required deposit for younger members.

How will the *Savasaurus Club*® affect staff?

Increases participation and overall support from credit union staff. Staff are happy to participate in the program and regularly volunteer to assist with events and activities. Youth programs bring out the "kid" in all of us!

How much does the *Savasaurus Club*® cost?

DuTrac is happy to share our experiences with you, as well as suggest events, activities, educational articles/tools along with the necessary collateral volumes to meet the needs of your *Savasaurus Club*®.

The *Savasaurus Club*® is offered to credit unions at prices that reflect operational expenses involved in the program's development and the packaging and shipping of supplies. As we add new credit unions and volumes increase, DuTrac is committed to sharing those earned savings with all subscribers to the Club. DuTrac firmly believes in "... Not for Profit, but for Service."

Annual Subscription:
\$500 – 3 year contract

How can we receive more information about the *Savasaurus Club*®?

DuTrac would be happy to answer any questions you may have regarding the development, operations and pricing of the *Savasaurus Club*® ...as well as share our experience and statistics.

Please write to: Karen M Tegeler
 Programs Coordinator
 DuTrac Community Credit Union
 P.O. Box 3250
 Dubuque, IA 52004-3250

e-mail savasaurus@dutrac.org

or call: 1-800-475-1331 ext. 8584

Appendix A

Savasaurus Club® Program Launch Checklist

1. **Estimate Club size potential.**
2. **60 days prior to launch:**
 - Order first year's supply of Club materials
 - Seek coupons from local vendors for youth newsletter
 - Schedule first event
 - Confirm computer system identifier
3. **Check for free coverage (press release) through local media.**
4. **Coordinate remote broadcast from "prehistoric" branch.**
5. **45 days prior to launch:**
 - Prepare outline for first youth and adult newsletters
6. **30 days prior to launch:**
 - Purchase dinosaurs, books, etc. for drawing giveaway(s)
 - Send youth newsletter or postcard to printer
7. **3 weeks prior to launch:**
 - Mail newsletter or postcard to members age 12 and under
8. **2 weeks prior to launch:**
 - Train credit union staff
9. **1 week prior to launch:**
 - Hang promotional danglers and signs
 - Place dinosaur materials in the offices
10. **LAUNCH DAY!**
 - Have Savasaurus mascot available to greet members

Appendix B

Collateral Pricing

You can view a collateral order form and images at our website at savasaurusclub.com. The order form reflects the pricing of the various print and collateral items which are currently available for the *Savasaurus Club*® from DuTrac Community.

The amount of collateral most appropriate for your credit union is based upon how your Club is promoted. DuTrac will be happy to discuss your specific needs and help determine the proper quantities.

Volume discounts are also available: Take a 5% discount on orders totaling \$500 to \$999.99 and a 10% discount on any orders of \$1000 or more.

Appendix C

Sample Newsletter Article

WELCOME TO OUR SAVASAURUS CLUB®

 (name) Credit Union is pleased to announce the creation of the *Savasaurus Club*®, (name) Credit Union's new youth and educational savings club for younger members. *Savasaurus Club*® is a service devoted just to members age 12 and under. Education, community spirit, "people-helping-people" and FUN will be the goals – and the guidelines – for planning *Savasaurus Club*® activities and events.

To join our exciting *Savasaurus Club*® print your name and credit union membership number on the coupon, found on page () of this newsletter. Coupons are also available at any (name) Credit Union office. Just present your coupon to any teller or member service representative and receive your Club membership kit.

Your *Savasaurus Club*® membership kit will include a *Savasaurus* folder; a *Savasaurus* pencil and eraser; a *Savasaurus* book cover, and a seasonal *Savasaurus* coloring book. Members will also receive a vinyl holder to keep all of your savings account transaction receipts.

Shortly after joining the *Savasaurus Club*® members will receive their own durable membership card in the mail. Please present this card to any teller handling your savings account deposits or withdrawal transactions. Each transaction receipt will be "stamped" with a *Savasaurus* sticker. Every sticker is worth a one *Savasaurus Club*® point.

Your participation in special events and educational activities, such as contests, parades, and *Savasaurus Club*® University sessions will be worth 10 points. Watch the (name of newsletter) for important events, dates and information.

Save your "stamped" transaction receipts and your 10 point certificates for "Point Prizes." A list is attached...

Appendix D

Sample Contest

NAME THE SAVASAURUS CONTEST

The Savasaurus is a most unusual and curious creature who evolved from the Brontosaurus family of dinosaurs - into an almost human-like being. His species survived for millions of years in dark caves and crevices. We believe he surfaced – just to help us!

We know that he is intelligent and playful by nature, and is very protective of young credit union members. We also know that he is never without his sunglasses, loves hot dogs, and always wears a baseball hat - backward!

The Savasaurus became our Club mascot and is happy he is to be part of our world. There's just one **major** problem! He doesn't have a name...

We want **you**, our Club members, to give our Savasaurus mascot a name. Please write a short story, telling us what you think about this amazing creature. What can you add to our SAVASAURUS ADVENTURES story? What do you think his **name** should be?

You can either drop off your entry at any (name) credit union office or mail it to:

Savasaurus Club® (name of your credit union)
(street address)
(city, state zip)

The winner of the *Savasaurus Club*® contest will receive a **\$50.00 U.S. Savings Bond** and a **"Pizza Party"** for you and ten of your friends.

Appendix E

Savasaurus Club® Suggested Point Redemption

2 Points	Pencil
5 Points	Eraser
10 Points	Pencil Case
15 Points	Zippered Coin Bag
20 Points	Water Bottle
25 Points	Sun Glasses
30 Points	T-Shirt
40 Points	Koozie Lunch Bag
50 Points	Duffel Bag
75 Points	Umbrella
100 Points	Movie Pass (one ticket)
150 Points	Pizza Pass (medium pizza & pitcher of pop)

Use any of the products offered by the *Savasaurus Club®* for point redemption items. The choice is up to your credit union.