

# TURN KEY



Best Practices Pull-Out Section

Fall/Winter 2013



## Are You Approaching A Significant Milestone? How One Credit Union Is Celebrating Their 50th

*Key to reaching your membership and community is broad integration into all marketing channels*

Significant anniversary milestones for your credit union provide a chance to up your marketing game. You can't afford to let them slip by. Baltimore County Employees FCU has pulled out all the stops to observe a special anniversary.

Founded in 1963, Baltimore County Employees FCU celebrated fifty years of member service this year. To commemorate its golden anniversary, the credit union's marketing team, under the direction of Nick Prevas, developed a full year's celebration and integrated the observance into the credit union's branches and a variety of marketing channels. The all-out celebration earned the credit union a 2013 Trail Blazer Award for "Best Member Communications" presented by the MD & DC Credit Union Association.

Well known for his detailed research and marketing talents, Nick made sure that all of Baltimore County Employees FCU's members were treated to a 50th anniversary observance to remember.

A commemorative 50th anniversary logo was developed and it emblazoned the credit union's print materials and Internet sites.

Their annual meeting provided a natural focus for celebration and hundreds of members attended the

special occasion and enjoyed gift items, prizes, decor, and historical displays. The credit union's 50 years of progress was commemorated in a 12-page publication filled with photos and important milestones.

As we go to press, the festivities continue with two scheduled fall events for members.

Nick Prevas answers our questions and offers his insights into making special milestones for your credit union a celebration for staff, members, and volunteers. *(see reverse)*



# Q&A

## NICK PREVAS, MARKETING COORDINATOR BALTIMORE COUNTY EMPLOYEES FCU



**A 50th anniversary is a very big deal. When did you begin planning your celebrations?**

*We started planning about six months before the start of the anniversary year. The marketing staff along with management came up with a calendar of activities, special incentives and events for the Board to review—broken down into calendar quarters. After receiving feedback, a budget was created for each six month period with specific costs for each event. First on the agenda, the 50th logo was created in the summer of 2012, since special orders for certain 2013 items needed to get in process.*

**What members of your team were involved in planning your celebrations?**

*The Marketing Department (Nick Prevas and Laura Ruark) worked with Credit Union President David Hagar and Board Administrative Officer Bud Oettel to finalize details. Then the Marketing staff came up with “To Do” lists, started contacting vendors, placing orders, writing advertising copy for print and Web, and pulling it all together. Certain events like the Perry Hall celebration involved a team of employees each with different duties to make the event go smoothly.*

**What has been your members’ response to your 50th anniversary celebrations?**

*Members have gone out of their way to compliment the Credit Union for hosting these activities. Members were appreciative and very reflective. The chance to reminisce the old days and see how the credit union has evolved complemented the theme of a “half-century of member services.” The personal touch of staff interacting with members, is what sets Credit Unions apart from others and reinforces the “people helping people” concept.*

**What advice would you share with other credit unions approaching a significant milestone?**

*To promote these events, engage your staff to talk up the celebration. Get members to take notice. We used Posters, Event Flyers, Website Banners, e-Newsletters and Digital Lobby Displays, etc. Another piece of advice regarding your checklists—don’t delay, get things done early. “Roll up your sleeves” and get to work over the smallest details. The goal is to have a smoothly run event. Anticipate the unexpected. You’ll really enjoy a sense of completion when the event is in full gear with people enjoying themselves.*

**Read the full anniversary review with photos**

*A complete review of the anniversary celebrations, member specials, and marketing efforts has been compiled with select photos and can be viewed on the Foundation’s website - [www.cufound.org/resources.htm](http://www.cufound.org/resources.htm)*