

TURN KEY



Innovation Exchange
Pull-Out Section

Summer, 2010



Honoring Member Milestones

Johns Hopkins FCU Rewards Valuable Member Loyalty

Great credit unions know the simple secret to growth: Keep the members you have. At Johns Hopkins FCU that means recognizing their longtime members with a special milestone commemoration and gift.

“We want our loyal members to know that they are valued,” said JHFCU’s Lynn Gregory. “So after their 20th membership

anniversary date we present them with a small desk clock and a note of thanks from our President. The tokens of appreciation are well received and help us keep our member / credit union relationships alive.”

The program has been in operation for 14 years.

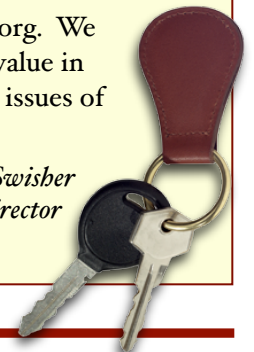
(See Q&A on reverse)

The MD and D.C. Credit Union Movement is filled with great member service ideas and the cooperative nature of the Movement encourages the free exchange of those ideas between credit unions.

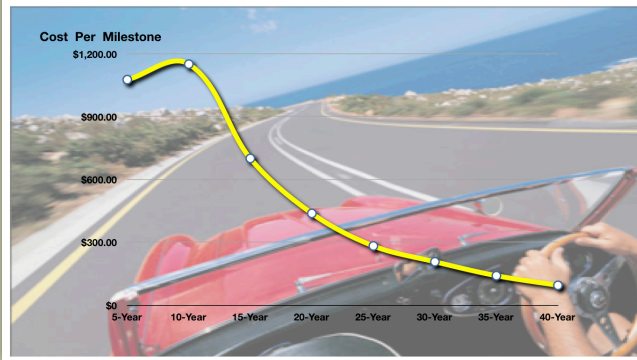
Turn Key is a simple way to facilitate innovation sharing among credit unions. This easy-to-read pull-out section included in the Foundation’s *Potential* newsletter covers one member-service idea per issue. The overview and Q&A sections, coupled with available on-line tools on the Foundation’s website, provides you with enough information and resources to allow you to adopt the idea and customize it for your own credit union’s use.

If you have an idea you’d like to share, let us hear from you. Write to us at info@cufound.org. We hope you find value in this and future issues of *Turn Key*.

Kyle Swisher
Executive Director



Membership Milestone Cost Calculator										
Anniversary	5-Year	10-Year	15-Year	20-Year	25-Year	30-Year	35-Year	40-Year		
# of Members	200	100	50	25	12	7	4	2		
Item Cost	\$4.50	\$10.00	\$12.00	\$15.00	\$20.00	\$25.00	\$30.00	\$40.00		
Postage/Shipping	\$0.88	\$1.50	\$2.00	\$2.50	\$3.50	\$4.50	\$5.00	\$7.00		
Sub-Total	\$1,076.00	\$1,150.00	\$700.00	\$437.50	\$282.00	\$206.50	\$140.00	\$84.00		
Total Annual Cost	\$4,086.00									



Calculate your own credit union’s investment in a member milestone program with this downloadable interactive calculator. Visit the CU Foundation’s Resource Site: <http://cufound.org/resources.htm>

Q&A

JOHNS HOPKINS FCU'S LYNN GREGORY

What made you decide to begin honoring member longevity?

When we reached JHFCU's 25th Anniversary in 1996, we realized that there was a contingent of members who had been with us most of our existence, and we wanted to recognize them for their longstanding relationship with us. So we pulled a list of all members who had had accounts for 20 or more years, and sent them a clock and thank you note. We simply continued the tradition each year after; once a year we obtain a list of members who reached the 20-year milestone and send them a clock and note. The clock was chosen as it is something people can use, and of course represents time.

What does the program cost Johns Hopkins FCU each year?

Depending on volume, the total cost runs about \$6,000; this past year we sent approximately 500 clocks. The costs include: the printing of the note cards, the actual clocks, and the fulfillment charge to put the clocks and note cards in boxes with shredded paper and send to the appropriate members

Have you thought about recognizing other milestones? Five-years? Ten years?

No, I think the 20-year mark is significant. While we appreciate members who have been with us for 5 or 10 years, I am not sure it is worth recognizing with a gift.

Who supplies your member gifts and why did you chose them?

We use a local company, Target Marketing, in Owings Mills, MD. (www.tmgroupp.com) I have used them for many years because I like dealing with a local company. When we decided to do the clocks, it worked out well as they have the capability to provide the fulfillment piece. We needed this functionality since the thank you notes were sent with the clocks, so the clock and note were stuffed into a slightly larger box with shredded paper. Target Marketing has done a fantastic job with this project, and they are good about reminding me when it is time to send the clocks each year!

Have you encountered any issues that others should be aware?

The only minor issue we have encountered is that occasionally a clock is broken or simply doesn't work, and the recipient will call or email and let us know. Typically we send another, as we always order a few extra, or we send something else. One year we ordered a clock that was difficult to set. Other than that, the process works pretty well. It's somewhat turnkey at this point with pulling the list, ordering the clocks, updating the thank you cards, and having Target implement the project.

What kind of feedback do you get from your members who receive their milestone recognitions?

Each year several members email or write to thank us for the clock, and some say that they think it is especially nice to be recognized since no other financial institution does, nor, in some cases, does their employer (though Johns Hopkins University does have a milestone anniversary recognition program). Interestingly enough, the thank you note includes our CEO, Michael Mesta's, email, with the invitation to contact him if they need assistance. You would think that might open the door to a barrage of complaints, but it has not. Of course, since they have been members for 20 years, we must be doing something right in their eyes!