

CFS provides an integrated marketing “kit” for credit unions. This kit contains an assortment of materials needed to easily, quickly and effectively promote the college-planning services to credit union members through a variety of marketing channels.

It includes marketing materials for use in:

- Credit union website - banner ads and narrative content
- Statement inserts
- E-Newsletter and electronic banking statements
- Blast emails
- Promotional flyers with detailed Q&A, for distribution in branches, seminars, meetings etc.
- On-hold commercial promotion of college planning service
- Special Promotions - Currently this refers to the CFS “Money, Tunes, Gas” promotional giveaway. This promotion, directed at young adults, is funded by CFS. CFS provides the marketing images (website, flyers) and the registration through the credit union co-branded site.

We know that many credit union marketing departments are very busy with limited time to create and implement new marketing programs. CFS makes it EASY for the credit union by providing a “turn-key” innovative marketing and promotional program to quickly and easily launch the online college planning service, generating “buzz” and demand.

To help you get started

Following are examples of the contents of the CFS marketing kit that will be created for your credit union. This kit is free of charge with your “early entry” license agreement with CFS.



Homepage banner announcing Planning Services



Animated banner for homepage, e-newsletters, or electronic banking statements

You can significantly reduce your college bill TODAY

Like TurboTax Online

Member One Federal Credit Union

WIN. MONEY. TUNES. GAS.

Member One FCU and Collegiate Funding Solutions are offering a brand new service to help you better prepare and pay for college.

- > ACCESS: Collegiate Funding Solutions through our website: www.memberonefcu.org
- > WIN: money, tunes, gas!

You can't win if you don't enter. No purchase necessary.

*Visit www.memberonefcu.org for details. Promotion runs September 19 thru November 19, 2007

Branded statement inserts
Money. Tunes. Gas. promotional

You can significantly reduce your college bill TODAY

College Planning Service

Works Like TurboTax Online

Visit www.memberonefcu.com today and see just how much you can save with this brand new service!

Member One Federal Credit Union

What is this college planning service?
This service is a collaborative offering between Member One Federal Credit Union and Collegiate Funding Solutions (CFS). CFS is a leading provider of integrated, web-based college planning technology solutions for financial institutions, professional financial advisors and college planning organizations.

How is CFS like TurboTax Online and how can I benefit?
CFS is like TurboTax Online in that it is web-based, simple to use, provides an online questionnaire to collect information and generates a customized solution for the user. Whereas the goals of TurboTax include helping you most efficiently plan for your taxes and reduce your out-of-pocket tax bill, the goals of CFS include helping you most effectively plan and efficiently pay for college. The result can be thousands of dollars of savings on out-of-pocket college costs.

When should I start planning for my child's college education?
Now! One of CFS's unique strengths is its ability to help parents better prepare and pay for college, regardless of the amount of lead-time. Whether you have 18 years or 8 months, CFS will show you practical strategies for leveraging your specific circumstances to develop a "winning" college funding game-plan.

Does college planning impact retirement planning?
They are not mutually exclusive. It's very important to look at the two goals together, because CFS can show you how you can reduce the costs of college while increasing funds available for both retirement and college. Every dollar saved on college costs is a dollar available for other emotional and urgent purposes – like retirement.

How do I get started?
Visit www.memberonefcu.com and you'll have easy access to the CFS service from any computer. All you have to do is complete an online questionnaire. Your customized results are immediately available. Start today to reduce the high cost of college.

Member One FEDERAL CREDIT UNION

CFS COLLEGIATE FUNDING SOLUTIONS

Full-color in-branch promotional flyers with detailed questions & answers

Please forward this to a friend who may benefit from this valuable service.

Member One Federal Credit Union



If you are like most families with college bound children, you're concerned about preparing and paying for college.

NOW – Member One Federal Credit Union is offering a BRAND NEW online-college planning service that can help you significantly reduce your college costs!



Click here to visit our website and use this new online-college planning service today.

This service, available through our [website](#) is in collaboration with Collegiate Funding Solutions, a leader in offering college financial planning strategies to parents of college-bound children.

CFS: Collegiate Funding Solutions:
Helping you REDUCE the high
cost of college



Member One Federal
Credit Union:
Helping you PAY for college

Together - Helping You Pay for College Without Going BROKE!

Visit us today at www.memberonefcu.com

Synergy One - Financial Education: CFS - Mozilla Firefox

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SYNERGY ONE
FEDERAL CREDIT UNION

Banking so Advanced,
We're a Credit Union!

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Home

Collegiate Funding Solutions

QUICK LINKS
Choose a Link

Great News for Synergy One Credit Union Members!

"Synergy One is committed to helping parents plan for college, teach financial literacy and educate our youth. Our partnership with CFS is another value-added benefit available to our community," states William H. White, President and CEO of Synergy One.

Over the last few years, as college costs have increased dramatically, more and more credit union members have expressed great concern over funding their children's college education - without sacrificing their retirement savings plan in the process. With four-year college costs ranging between **\$52,000- \$132,000** (per child), this is a dilemma for many families.

The **GREAT NEWS** is that Synergy One, through a **BRAID NEW** online college planning service, can **HOW** help you solve the college funding challenge - whether your annual income is \$50,000 or \$500,000.

An analogy for this exclusive online college planning service is TurboTax online. Whereas one of the primary objectives of TurboTax is to help you minimize your tax bill, one of the primary objectives of the **online college planning service is to help you reduce your college bill.** The practical benefit can be potentially thousands of dollars of savings on your out-of-pocket college costs!

This online service is being offered through our collaboration with **Collegiate Funding Solutions (CFS)**. CFS is widely regarded as a premier provider of college planning solutions and is the only company that offers these solutions through a completely web-based service.

We are thrilled to be **one of the first credit unions in the country** to be able to offer you this unique and much-needed online service.

[Get started now](#) and save potentially thousands of dollars on your college costs.

NCUA

Serving the Community -- Prince William County, Manassas, & Manassas Park, VA

AMERICAN CREDIT UNIONS

LENDER

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Credit Union jump off page