



New Member Referral

Increasing membership is an ongoing effort for credit unions. Since word-of-mouth referrals are a successful form of marketing, reach out to your current members. The people they talk to are more likely to trust a referral from a friend, family member or co-worker.

Why Do This Promotion?

The answer is simple...it will lead to quality, active members.

How Does It Work?

The two attractive, four-color posters, banners and brochures created by MMSS' designers prompt your members to refer someone to the credit union. The brochure already has built in referral forms. And, by offering an incentive (cash works best), your members will be motivated even more. MMSS can share ideas with you for building incentives for both referring members and the people they have referred.

You can customize your design with your logo, contact information and details about your promotion and its rewards. For more information, samples and recommendations, call us at 800.243.0171.



A. Direct Mail Brochure:

Quantity	Brochure ⁽¹⁾	Mail Shop ⁽²⁾	Total	Unit Cost
500	\$960.00	\$142.50	\$1,102.50	\$2.21
1,000	986.00	160.00	1,146.00	1.15
2,500	1,223.00	212.50	1,435.50	.57
5,000	1,620.00	300.00	1,920.00	.38
7,500	2,012.00	387.50	2,399.50	.32
10,000	2,401.00	475.00	2,876.00	.29
15,000	3,179.00	650.00	3,829.00	.26
20,000	3,959.00	825.00	4,784.00	.24

Intermediate Quantities: For quantity not listed (e.g. 4,200) cost will be prorated.

Custom Design: For a custom design specific to your credit union, call MMSS at 800.243.0171 for pricing.

Shipping: Shipping, typically UPS, will be added to invoice for all shipments to credit union and/or credit union's mail house.

(1) Brochure: Cost is based on four-color process printing of four-panel direct mail brochure, including referral forms. Cost includes MMSS customizing copy based on the specific features of your promotion. Cost includes two proofs. Changes to the second and subsequent proofs will be billed at \$85.00 per hour.

(2) Mail Shop: Cost is based on credit union providing MMSS with its membership list. This includes all aspects of mail shop services, such as CASS Certification of mailing list, ink jet addressing direct mail brochure, sorting, bundling, and delivery to post office. Cost does not include postage, which can be calculated at approximately \$.27 each. (NOTE: All extras are shipped to credit union after mailing.)

B. Poster:

8½" x 11": Set up \$35.00
Per poster \$2.25
22" x 28": Set up \$45.00
Per poster \$35.00

C. Banner:

5' x 3' with reinforced grommets
Stock Design:
When ordered with postcard \$105.00
When ordered separately \$125.00
Custom Design:
Set up \$95.00
When ordered with postcard \$105.00
When ordered separately \$125.00

New Member Referral Order Form

Please clearly print all information. If you have any questions, call MMSS at 800.243.0171.

Contact Name _____ E-mail _____

Credit Union _____ Website _____

Street _____

City _____ State _____ Zip _____

Phone _____ Ext _____ Fax _____

1. Quantity: Brochures (16" X 8½")* _____

Posters (8½" x 11") _____

Posters (22" x 28") _____

Banners (5' x 3') _____

**Be sure to include enough for lobby display, staff cross-sell efforts and response for posters/banners.*

Website Graphic: PDF File JPG File (If requested after proof is approved, add \$65.00)

2. Incentive offering:

Cash \$25 to referring (current) member \$25 to referred (new) member

Drawing 1st Prize \$500 2nd Prize \$250 3rd Prize \$100

Other 1st _____ 2nd _____ 3rd _____

Drawing to be held _____

3. Use Credit Union Logo: Yes No

Note: If currently not an MMSS client, we will need a high resolution file of your logo. Please contact MMSS about the file formats that you are able to provide.

4. Response method: Business Reply Mail Member to apply stamp

5. Shipping Instructions: MMSS to mail Ship to Credit Union

6. Comments/special instructions: _____

Signature _____ Date _____

Please fax to MMSS at 610.367.5881.



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