**MEMBERSHIP RECRUITMENT**

**2016 Winner:** Credit Union National Association

**Entry Title:** Go All in with CUNA Councils

**Project Overview/Elevator Pitch:**

With an ROI of 361%, the Go All In with CUNA Councils ("All In") campaign strategically utilized "small data" to drive a membership recruitment effort focused on achieving greater vertical and horizontal market penetration of CUNA Council members in the credit union industry. During a 2-month period, prospective members, and those who influence the decision to join, were targeted with an integrated membership recruitment campaign that encouraged credit unions to commit to at least one member in each of the six Councils, through PR, email and direct marketing, social media, web, and advertising strategies.

**Project Goals/Objectives:**

CUNA Councils are a group of six professional societies within the trade association Credit Union National Association (CUNA).

It has been demonstrated that CUNA Councils members, and the credit unions they work for, are more engaged with CUNA as a whole, resulting in stronger advocacy and grassroots efforts, as well as 580% higher P&S spending than credit unions without Council members. It is strategically relevant to build as strong and expansive of a professional society within the trade association as possible. Building from the adage "it's easier to gain more business from an existing customer than to gain business from a new customer," the All In campaign encourages credit unions to maximize their

involvement in the CUNA Councils.

**Objectives:**

During a 2-month period beginning June 22, 2015 and ending August 21, 2015:

1. Increase vertical market penetration from 152 credit unions with at least 1 member in all 6 Councils to 182 credit unions (20% increase).
2. Increase horizontal market penetration from 1606 credit unions with at least 1 member in any Council to 1622 credit unions (1% increase).
3. Gain 300 new members during the campaign period.
4. Gain positive publicity for Councils, netting 15,000+ impressions.

**Strategy:**

1. Utilize small data capabilities to fuel a data-centered approach and build lists of credit unions with members in all, some, and zero Councils; build prospect and influencer lists that pinpoint gaps in membership.
2. Utilize email and direct marketing to reach 6,400+ members, 9,000+ non-member prospects, and 1,400 CEOs.
3. Utilize PR, including publicity and exposure through sponsorship, events, and partnering with National Credit Union Foundation to gain 15,000+ impressions with key publics.
4. Place advertisements in trade publications to reach 20,000+.
5. Utilize social media to support campaign activity, gaining 30,000+ impressions.
6. Gain buy-in internally from 200 CUNA staff regarding Council membership.
7. Gain 1,000 unique visitors to the campaign microsite, a web hub that integrates campaign activities.

Tactics:

Messaging:

1. A chance to win an $11,000 CUNA Prize Pack
2. $100 off membership dues for new members
3. Tweet using #allincouncils to spur a donation supporting the Foundation

Small Data:

Built prospect and influencer lists identifying representation at specific credit unions.

Web: A 4-page microsite provided an integrated landing page.

Email Marketing:

1. Introduction Wave #1
2. Informational Wave #2
3. Wrap Up Wave #3

Direct Marketing and PR (Event):

* One direct mail postcard
* Stuffer in registration envelopes at the national conference.

Advertising:

* Credit Union Magazine print ads in 2 issues
* Web ads on CUInsight
* Theater ad on cuna.org

Social Media:

* Steady dialogue on Twitter and LinkedIn

Public Relations:

* Two press releases to trade media
* Five web articles in Credit Union Magazine
* Two profiles in Foundation newsletters
* Filmed All In video: <https://cuna.wistia.com/medias/qjpsebq4ik>
* Thanking members
* Mailed All In certificates/letters

Internal Buy-In:

* Chief P&S Officer sent company-wide email about Councils' contribution to the association.

**Success Metrics:**

All In = A Wild Success!

Objective #1: Vertical Market Penetration

The campaign increased the number of All In credit unions from 152 to 249, an increase of 64% on a goal of increasing 20% to 182.

Objective #2: Horizontal Market Penetration

The campaign increased the number of credit unions with members in at least 1 Council from 1606 to 1624, an increase of 1.2%, on a goal of increasing 1% (1622), bringing horizontal market penetration to a new high of 30.88%.

Objective #3: Increase Members

The campaign brought in 363 new members, exceeding a goal of 300, an excess of 21%.

Objective #4: Gain Positive Publicity

The campaign is estimated to have made 41,000 impressions, exceeding a goal of 15,000 impressions by 273%.

Other Noteworthy Results/Metrics:

32 credit unions tweeted selfies with #ALLInCouncils. A $500 donation was made to The

Foundation.

249 All In CUs comprise an impressive 1/3 of total Council membership!

And a Financial Success!

Campaign Budget:

$20,000

Actual Costs:\*

$16,115

(19.4% under budget)

Direct Revenue:

$74,240

\*design, print, mail/postage, media, prizes, donation

**Learn More:**

<http://www.cunacouncils.org/allincouncils/>