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# GCU Debit Card Rewards

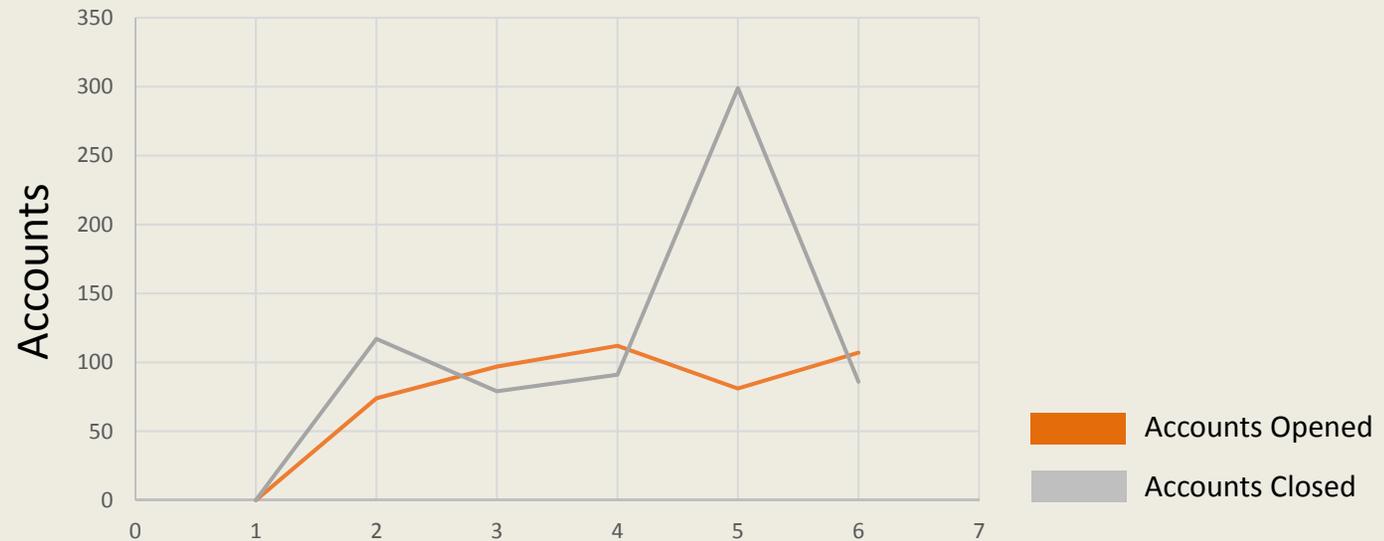


## Debit Card Rewards Program Objectives:

- Establish a relationship rewards program that seeks more engagement and loyalty among our members
- Educate members on the importance of saving money to ultimately changing their behavior on how they save
- Community Outreach. Being better corporate citizens.
- Attract new checking accounts / members by offering a unique monthly **10% savings rate**
- Grow checking/debit accounts around **3%** annually 
- **Increase transactions per card** = increase transactional income 
- Reduce **attrition rate** with debit card accounts 
- Increase overall debit transactions for the entire portfolio by   %



## Current Debit Cards Attrition Rate



	January	February	March	April	May	June
<b>Gross Accounts</b>	<b>11,628</b>	<b>11,652</b>	<b>11,674</b>	<b>11,457</b>	<b>11,480</b>	<b>11,519</b>
No. of Accounts Acquired	74	97	112	81	107	137
No. of Accounts Closed	117	79	91	299	86	104
Attrition Rate	1.01%	0.68%	0.78%	2.61%	0.75%	0.90%

## Usage Goal

### Current Transactions per card

In active debit card programs, the average member uses the card **19.9 transactions/month**

Signature Transactions	15.78
PIN Transactions	4.09
<b>Total</b>	<b>19.87</b>

### 2016 Goal - Transactions per card

Signature Transactions	18
PIN Transactions	6
<b>Total</b>	<b>22</b>

= 10% Increase



How are we going to achieve  
this?

## Debit Card Rewards



Stash Rewards



Pay-It Forward Rewards



## GCU Stash Rewards

- Members can opt-in to **round their purchases** up to the next dollar
- Money left over from the transaction will go directly into the **member's savings account**
- GCU will promote a high interest saving rate for the amount of money the member puts into the account on a monthly basis.
- The interest rate will be at **10% APR** and only on the GCU Stash amount for that month.
- The remaining funds in the account will have a regular saving interest rate of around **0.05%**
- Member will not have access to this special savings account for the first 6 months to allow savings to build



## Monthly Program Costs

		100% Participation	10% Participation	15 % Participation	20% Participation
<b>Average Monthly Round Up</b>	<b>\$0.50</b>	\$101,983.82			
<b>Dividend Rate</b>	<b>10%</b>	\$849.87	<b>\$84.99</b>	<b>\$127.48</b>	<b>\$169.97</b>
	<b>8%</b>	\$679.89	<b>\$67.99</b>	<b>\$101.98</b>	<b>\$135.98</b>
	<b>5%</b>	\$424.93	<b>\$42.49</b>	<b>\$63.74</b>	<b>\$84.99</b>

### COMPARED TO

**Buzz Points Average Monthly Program Fee: \$2,250**

## Debit Card Transactional Income

Current:

**Projected Income Increase\*:**

\*Based of 10% increase in usage with program participants:



## **GCU Pay-It Forward Rewards**

- Similar to GCU Stash Rewards- members can opt-in to **round their purchases** up to the next dollar
- Money left over from the transaction will go directly to a selected charity that GCU is supporting
- Members can choose from a list of 5 – 10 preselected charities
- Program fits into the **Cause Marketing Approach** that attracts Millennials

## Debit Card Rewards Marketing Rollout Plan:



### Internal Marketing:

- Lobby Posters
- Drive-Thru Signs
- Codigo Screens
- Statement Stuffers
- Email Marketing
- Web / Mobile Ads



### External Marketing:

- Website
- Facebook Ads
- Digital Billboard
- MKE Publications



### On-Going Marketing Efforts:

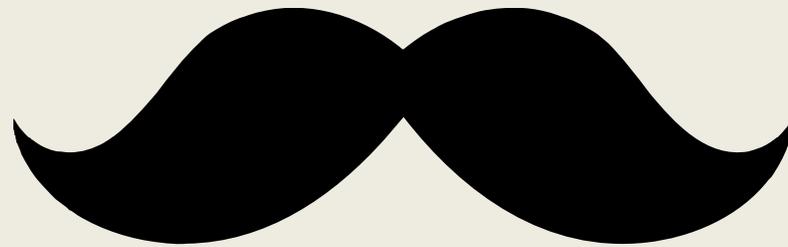
- Targeted Email Campaign
- Direct Mail
- Teller Engagement
- Internal Marketing



## Projected Marketing Spend

Lobby Posters .....	$\$15 \times 12 = \$180$
Statement Stuffers .....	$\$1,500 \times 2 = \$3,000$
Drive Thru Snap Quick Posters .....	$\$99 \times 5 = \$495$
Email Marketing.....	$\$100 \text{ per email blast} \times 12 = \$1200$
Digital Billboards .....	$\$1500 \times 3 = \$4,500$
Facebook Ads .....	$\$150 \text{ per month} \times 6 = \$900$
Direct Mail .....	$5,000 \times \$0.75 = \$3,750$
Publications (Shepherd Express) .....	$3 \times \$650 = \$1950$
<b>Total</b>	<b>\$15,975</b>

**Launch Date:** January 2016



Thank You!