



Quarterly Newsletter

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The excitement of the new TV campaign has taken flight...but that was only the beginning. Learn about two big campaigns ready to take the nation by storm, and how you can participate. Details on how consumers will free themselves from the shackles of megabank tyranny this summer are in "The Big Picture" section of this newsletter. Can't wait 'til summer? "Get Social" provides great ideas for you to build momentum on a local grassroots level.



Working It

Making a Splash with Cash

The beauty of Kasasa is how it elevates your income in areas beyond retail accounts. Just ask First Hope Bank in New Jersey, who recently demonstrated how successful restaurant giveaway events can be. After hosting an event with the main purpose of driving awareness in their hometown, First Hope Bank left with five new Kasasa accounts, several more hot leads, a mortgage referral and a home equity referral, all directly from the event.

Through their Kasasa Payout, First Hope Bank was able to reach a lot of people right in their hometown who had never heard of them before. They connected in a big, memorable way that clearly separated them from the competition. Plus, adding on five new accounts and two referrals definitely sweetened the pot!

For this event, First Hope Bank partnered with a popular local restaurant. Once the event kicked off, a bank employee made their way to the first 75 customers to present a voucher for a free dinner. Guests were truly shocked, even confused (in a good way), that a bank — not even *their* bank — was buying them dinner. It made for an easy segue to a conversation on Kasasa, and how it's a banking relationship that rewards like this every month. It's not shocking, it's the norm. But only if you Kasasa!

The buzz was hot in the restaurant. Even after vouchers ran out, First Hope Bank employees mingled with a very receptive audience eager to hear more. They even repeated the event the next week — this time with lines waiting for them!

Kasasa®
Payout
3.23.2013

plus
you could win an
iPad® Mini!

First Hope Bank
and Kasasa want you to

Eat Free Lunch.

No minimum appetite required.

Courtesy Of
FIRST HOPE BANK

Come see how Kasasa pays you in ways you can actually use. Free checking and savings accounts with rewards – like high rates paid in cash, music and movie downloads, and extra money to save – in your future. Because Kasasa cares about you, not just the cash in your account.

DON'T JUST BANK. KASASA.
kasasa.com/firsthopebank

Payout Details: No purchase necessary. Must be 18 years or older to participate. Offer valid for the first 100 guests on Saturday, March 23, 2013 from 1:00pm (EST) to 3:00pm (EST). Estimated value is \$15, not redeemable for cash. First Hope Bank will use the email address provided for marketing and other purposes.

Raffle Details: No purchase necessary. One entry per person. Must be 18 years or older to participate. Deadline for entries is 3:00pm (EST) on Saturday, March 23, 2013. Drawing will be held on Monday, March 25, 2013 and winner will be determined by random. Grand Prize will be \$1,000 in cash. Odds of winning are dependent on the number of entries received. Estimated value is \$200, not redeemable for cash. Prizes may vary without notice and in any jurisdiction where it has been called to attention. Sponsored by First Hope Bank, located at 917 Hampton House Road, Newton, NJ 07860. Complete official rules are available at Friendly's and First Hope Bank's branch listed above during the entry period.

Friendly's
March 23, 2013
From 1pm to 3pm
Free entree and beverage
at the Kasasa Payout

To the first
100 people to arrive!

Friendly's
9 Hampton House Road
Newton, NJ 07860

See You There!

The event flyer from First Hope Bank's restaurant Payout.

Get Fired Up

Spreading the Love For The Home Team

On Valentine's Day, CP Federal Credit Union of Michigan turned an all-team meeting into an internal Kasasafest. The central theme turned from Valentine's Red to Kasasa Red. The event was aimed at keeping the momentum going among staff members.

A meeting room was appropriately adorned with the iconic Kasasa ribbon and employees wore their Kasasa shirts (a regular activity affectionately referred to as RED OUT days). Red velvet cupcakes further sweetened the mood, while employees were given Valentines with "I Love Kasasa" on the front. The back showed how many accounts Kasasa has generated for CP Federal, along with the amount of dividends and ATM refunds earned by its members in the last year. Also included were CP Federal's 2013 goals and how Kasasa will impact its future success.

To round off the successful event, the management team shared its 2013 marketing plan, inspired staffers with the brand new Kasasa TV commercials, and discussed how the cape is specifically intended to empower its members.



CPFCU team members on Valentine's Day.

The Buzz

"I Kasasa now but mainly because the girls at the Union Bank in Lima Ohio are the sweetest, nicest ladies.... that was the big selling point for me."

— Nancy B., Ohio, via Facebook

Get Social

Thought Starters & Ideas

People love interactive media. After all, “interaction” is built right into the phrase! Any chance to interact with your consumer base is a thing of beauty. Following the 80:20 rule of social media, only 20% of what you post should be promotional (posts about your bank, credit union, or products). To help with the other 80%, this section has a few thought starters for fun, interactive posts this quarter.

May: You can never go wrong with a Mother’s Day thread. Give budget-savvy tips on celebrating mom this month. You can also post tips for graduates (it’s the perfect time to promote Kasasa Tunes to both high school grads and their parents).

June: Summer savings tips will get people talking — from road trips to staycations. Remind folks how Kasasa rewards add to that pot o’ gold for summer fun. And don’t forget dad on Father’s Day.

Twitter Tip

Use FriendOrFollow.com to keep a healthy balance in the number of people you are following and who follow you. Keeping this ratio relatively balanced can help grow your Twitter audience. Why? If you follow a lot of people, but have few followers, it tells newcomers that others have already gauged your content and decided not to follow you. In reverse, if you’re following far less than you have followers, it tells people you don’t really engage and only use Twitter for one-way self-promotion.

A few minutes on FriendOrFollow.com each month can generate a list of all the people you follow who don’t follow you, and vice versa. You might choose to unfollow folks not following you back. And you might find folks following you that you’ve yet to follow.

The Buzz

“It’s a no-brainer. Kasasa beats the pants off any other bank account I have.”

— Joe Ridout,
Spokesperson for
Consumer Action
advocacy group

f Facebook Tip

Check your Page analytics frequently to see what type of content is resonating with your fans. From your Admin Panel, click “See All” in the Insights box. You’ll see a list of your most recent posts. Click on “Engaged Users” to sort the posts by how many unique people actively engaged with it.

This will show you which posts your audience likes and those that might need tweaking. However, keep in mind that this data won’t tell you everything. For example, you might have a post that didn’t seem to perform well, but it could have been the day and time you posted it, not necessarily the content. Checking your Insights at least once a month will give you a good feel for what type of content to keep sharing.



Facebook’s Insights data.

MyKasasa Forum

Gain insights all day, everyday on the MyKasasa Forum. Ask questions, share ideas, learn best practices, and more. Plug into the power of the Kasasa community at www.MyKasasa.com.

The Big Picture

Sign The Declaration Of Free Checking Before Its *USA Today* Debut

Although free checking is alive and kicking with Kasasa, many news outlets are predicting its demise and leading consumers to believe there are no more free options out there. That’s why we are thrilled to announce a forthcoming campaign that will highlight your free Kasasa accounts and services through national media outreach, at no cost to you.

In the past year, there have been several articles by *CNN Money*, *USA Today*, *NBC*, *The Wall Street Journal*, and many others shaping public opinion around the “death of free checking.” As with any large-scale media effort, perception can quickly become reality.

The “Declaration of Free Checking” will feed off that exposure, by positively showcasing Kasasa as the free and superior alternative, with a network of providers committed to offering free accounts with Kasasa. The campaign will channel the spirit of 1776; a Declaration of Independence-styled document will display the signatures of the CEOs/ Presidents of all our partner Kasasa institutions. The main message is that Kasasa and your institution will always be committed to offering free accounts and services with rewards that matter most to account holders.

The campaign will be spearheaded by a national press release *and* displayed as a full-page ad in *USA Today*, which will cover all of our Kasasa partners’ geographies. Using press outreach and an ad together will amplify the awareness and boost credibility for Kasasa. To further strengthen the buzz around Kasasa and your institution, we will also help you come up with clever ways to share the declaration via *Kasasa.com* and your own social media accounts.

This is a great opportunity to create awareness of the Kasasa brand and your institution, at zero cost. Be sure to send in your signature soon so you don’t miss out!

The News Loves Kasasa

Kasasa lit up the national financial news heavyweights in February. First, on 2/11 *NBCNews.com* published a feature article about Kasasa on their homepage, which sees around 430,000 visitors per day. This article’s praise for Kasasa created quite the flood of traffic to *Kasasa.com*, resulting in 12x more applications on the day after, and a 200% lift for the week. Plus 27,000 consumers performed zip code searches to locate a Kasasa provider in their neck of the woods.



BancVue CEO Gabe Krajicek on FOX Business.

Just four days later, FOX Business aired a live TV interview with BancVue CEO Gabe Krajicek. Watch closely and you'll see Gabe chuckle when the host asks if Kasasa is available at megabanks! It actually created a great response that allowed Gabe to hit a clear homerun in distinguishing community financial institutions as the much better consumer option compared to megabanks.

While the glitz of the camera is exciting, the big payoff is the response this national coverage brings to Kasasa, and ultimately to you. In addition to the increased web traffic, 38 different banks and credit unions from 21 different states received direct inquiries about Kasasa after the coverage. Consumers coming to you — that's the power of Kasasa!

August Gas Giveaway Keeps Momentum Going

This summer we'll be hosting another nationwide gas giveaway to ride the successful wave of press coverage from last year's event. The 2012 "Take Back Your Banking" gas giveaway resulted in 197 unique press stories with local media coverage in each of the 20 markets where an event occurred. The total media value was 4x what we spent!

This year we hope to build onto that wild success, gaining even more national awareness for Kasasa, which positively impacts every institution that offers it. This year's campaign will be supported by national media coverage, with a goal of at least one story placed in *The Wall Street Journal*, *USA Today*, and/or *The New York Times*. In addition, participating Kasasa institutions will have an opportunity to get quoted in these pieces.

This giveaway is yet another example of how we can make Kasasa a household name across the nation. Sign up with your BancVue contact soon if you would like to be a part. The national publicity outreach creates a great opportunity to increase the value of your event investment. Plus, we'll be covering \$4,000 in gas for the first 40 markets that sign up.

See you at the pumps!



Coverage from last year's national event.

T 512 498 9000 F 512 498 9001 BancVue.com

4516 Seton Center Parkway, Suite 300 | Austin, Texas 78759

[#doyoukasasa](https://twitter.com/doyoukasasa)