

Adventure Savers

Comprehensive Kids Club: Valley First Credit Union

> Situation

The credit union's previous kids club program was discontinued by their vendor. They were suddenly left with no mascot, no collateral and no marketing support. The credit union needed to:

- Retain kids club account members.
- Increase kids club membership.
- Position the credit union as family-oriented.
- Provide financial education.

> Solution

Subcat developed a comprehensive kids program aimed at young members and their parents. We:

- Created a superhero character and story theme to deliver financial education in an entertaining manner.
- Developed an interactive website with a club-like atmosphere.
- Created a special Parents section to provide articles and resources for teaching kids about money.
- Sent direct mail letters to two parent segments:
 - Parents of existing account members.
 - Members with a propensity to have a child in the home.
- Sponsored an Adventure Savers Day to introduce the new characters and program to the community.
- Promoted the new club through multiple channels: inserts, newsletter, retail, flyers and web.

> Results

Efforts helped the credit union increase kids accounts to 1,895, surpassing their previous year's base figure by 18%.

