

lobby campaign

Q1: JANUARY, FEBRUARY, MARCH

CAMPAIGN STRATEGY

This campaign seeks to promote products and services that may be a timely fit for members to assist with their finances and/or seasonal needs. The messaging is diversified to attract new members and/or members who choose to make Allegacy their PRIMARY Financial Institution with SmartRate Checking. We also want to support deepening relationships across the credit union by reminding members of the Allegacy Investment Group. The tonality of the headlines optimizes the “new year” mindset.

PRIMARY MESSAGE || AUTO LOANS

Shift into a new gear.

Auto Loan rates as low as 2.64% APR.

See full disclosure on printed pieces. This message will be featured on posters, exterior banners, floor vinyl, handbacks/wooden accessory takeaways and digital signage.

SECONDARY MESSAGE || SMARTRATE CHECKING

Earn 8x the national average.

SmartRate Checking: Premium Dividends up to 0.50% APY

See full disclosure on printed pieces. This message will be featured on posters, exterior banners, drive through banner, door vinyl and digital signage.

TERTIARY MESSAGE || INVESTMENT GROUP

Set your course with the right plan.

Talk with us about how a little planning today can be the start of a bigger, brighter future.

See full disclosure on printed pieces. This message will be featured on poster and banners.

BENEFIT STATEMENTS

- **SAVES YOU MONEY**
with 100% financing and flexible terms, plus there are two ways to earn rate discounts – purchasing through CUABS and using AutoPay.
- **GET PEACE OF MIND** with payment protection.

- **SAVES YOU MONEY**
with no monthly fee, minimum balance, or check-writing fees
- **Free digital services like WebBanking, Mobile App also SAVE YOU TIME**

A qualified referral must meet the following criteria:

1. A member with money to invest
2. Who is interested in meeting with an Advisor and
3. Willing to set and keep an appointment with an Advisor

SMALL POSTERS

(SENT TO SELECT EMPLOYEE GROUPS) 8.5 x 11"



Set your course with the right plan.

At Allegacy Investment Group, our CFS Financial Advisors are available to meet with you to create a plan for whatever you want to achieve in life. Because it doesn't cost anything to dream, it certainly shouldn't cost you anything to plan.

FINANCIAL GUIDANCE
RETIREMENT + EDUCATION PLANNING
AVAILABLE FOR ALL MEMBERS

AllegacyInvestmentGroup.org

Allegacy Investment GROUP

AVAILABLE THROUGH CFS*

*Non-deposit investment products and services are offered through CUSD Financial Services, L.P. ("CUSD"), a registered broker-dealer (Member FINRA/SIPC) and SEC Registered Investment Advisor. Products offered through CFS are not FDIC/NCDFP or otherwise federally insured, are not guaranteed or obligations of the credit union and may involve investment risk including possible loss of principal. Investment Representatives are registered through CFS. Allegacy Federal Credit Union has contracted with CFS to make non-deposit investment products and services available to credit union members.

LARGE POSTER 22 x 28"

Earn 8X the national average.¹

— SMARTRATE CHECKING —

PREMIUM DIVIDENDS UP TO 0.50% APY²

Open online or at any location
and put money back in your wallet.

NO MONTHLY FEES OR MINIMUM BALANCE
MOBILE BANKING + ESTATEMENTS
NATIONWIDE ATM REFUNDS³

¹Source: JPMorgan's SmartRate Checking higher dividend rate is 8x the national average dividend rate of 0.06% according to the Federal Reserve's published rate of 0.06%. This average rate also includes types of financial institutions, APY earned through SmartRate Checking is based on a review of member banks' SmartRate Checking accounts. SmartRate Checking is subject to the bank's own SmartRate and other SmartRate programs. SmartRate Checking is not a deposit product and is not insured by FDIC. Dividend of 0.50% APY is available only to members of CFS. SmartRate Checking is subject to the bank's own SmartRate and other SmartRate programs. SmartRate Checking is not a deposit product and is not insured by FDIC. SmartRate Checking is subject to the bank's own SmartRate and other SmartRate programs. SmartRate Checking is not a deposit product and is not insured by FDIC.

be your best you.

LARGE POSTER 22 x 28"

Shift into a new gear.

— AUTO LOAN —

RATES AS LOW AS 2.64% APR*

Apply today for the right rate
to bring that new car within reach.

COMPETITIVE LOW RATES
LOW MONTHLY PAYMENTS
AVAILABLE GAP INSURANCE

be your best you.

*APR effective as of 12/1/2019. Member rates are subject to applicable creditworthiness. Member rates are subject to applicable creditworthiness.

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(SENT TO SELECT EMPLOYEE GROUPS) 8.5 x 11"

Shift into a new gear.

— AUTO LOAN —

RATES AS LOW AS 2.64% APR*

VISIT US AT ALLEGACY.ORG TO GET STARTED.

Apply today for the right rate to bring that new car within reach.

COMPETITIVE LOW RATES
LOW MONTHLY PAYMENTS
AVAILABLE GAP INSURANCE

be your best you.

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WOODEN ACCESSORY holds small takeaway with back facing out, as shown

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336.774.3400 || ALLEGACY.ORG

Wooden Accessories are being distributed as part of the branch prototype builds and renovations.

WOODEN ACCESSORY TWO-SIDED TAKEAWAY

Shift into a new gear.

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TABLE TOPPER holds Hand Back with back facing out, as shown

BANNERS interior and exterior



Earn 8X the national average.¹

— SMARTRATE CHECKING —

PREMIUM DIVIDENDS UP TO 0.50% APY²

Source: Allegacy's Smartrate Checking higher dividend rate is 8x the national average based on the FDIC's national rate for interest checking accounts published on 1/1/2019. This average includes various types of financial institutions. APY is Annual Percentage Yield. Higher dividend rate is based on meeting all Smartrate Checking requirements. Requirements include statements, no check card transactions and direct deposit or ACH debit per year. 0.50% APY is a variable rate and is effective up to \$100. Balance of \$100.00 or more earns a variable rate of 0.00% APY. Fees could reduce the earnings on the account. ATM fees will be refunded up to \$25 per month, only if all Smartrate Checking eligibility requirements are met. All rates, terms and products are subject to change without notice. Please see important terms & conditions.

Allegacy
be your best you.

XMAN BANNER



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AVAILABLE FOR ALL MEMBERS

Allegacy Investment GROUP

AVAILABLE THROUGH CFS*

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DRIVE THRU BANNERS



Set your course with the right plan.

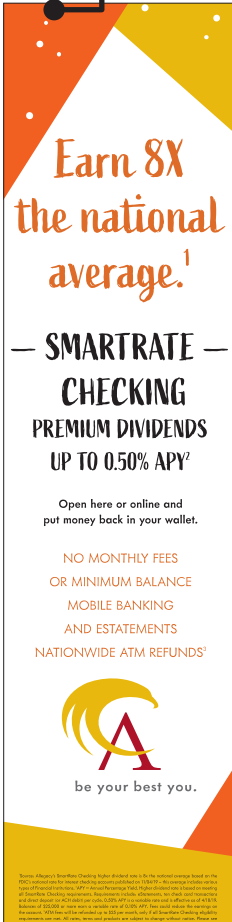
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— SMARTRATE —

CHECKING

PREMIUM DIVIDENDS UP TO 0.50% APY²

Open here or online and put money back in your wallet.

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OR MINIMUM BALANCE
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BANNERS interior and exterior



Shift into a new gear.

— AUTO LOAN —

RATES AS LOW AS 2.64% APR*

*APR effective as of 12/15/19. Interest rates are subject to applicable underwriting.