

Frequently Asked Questions

Who will I work with at the League Marketing Agency?

Natalie Sherry, Patrick Blazek, and Dana Coniff are your go-to marketers! No matter who you're working with from this group, they'll help facilitate your order. They're credit union marketing pros, so no worries if you're not!

How do I order The Credit Union Story campaign?

That's easy! Use the enclosed Campaign Builder to choose from an array of options and packages and send it to us by the due dates indicated. The League Marketing Agency will contact you to confirm your order and prepare proofs which will be emailed to you.

How do I pay for my order?

All orders are invoiced after they are complete.

Can I make changes to my order?

You may make minor changes until the final proof is signed off. Up to two sets of proofs are provided for each credit union: one initial and one final (final includes changes from the initial).

When your proofs are signed and approved, we put your order into production as soon as possible. After the approval has been received, changes are only available on a case-by-case basis and may incur additional charges for rush orders or press-halting. Contact the League Marketing Agency and we will do our best to accommodate your change request.

Can I reprint campaign elements if I run out?

Certainly! In fact, you can reprint any materials as many times as you like simply by contacting the League Marketing Agency to initiate your re-order. Alternate pricing may apply depending on the quantity requested.

What shipping options are available?

We offer freight delivery within the continental US via UPS. Shipping and handling fees include delivery charges and packaging materials. We will use our professional judgment to determine if Ground, 2nd Day, and Next Day is the best option for your credit union's order. In most cases, Ground is appropriate, but to avoid delays, 2nd or Next Day may be the better option depending on the location of your credit union.

How do I license a campaign for my credit union?

It's very easy. Complete the Campaign Builder™ and your credit union will be licensed to use The Credit Union Story™ during the any month(s) of 2008.

What if I really like the campaign—can I buy it?

Sorry, the League Marketing Agency retains the ownership rights to The Credit Union Story™ so the campaign is not for sale; however, your credit union has options to customize the pieces and to re-license materials beyond 2008. Contact us to discuss these options.

Why should I to license a campaign?

Licensing allows you to “rent” a campaign, which is more affordable than owning.

The cost is less: Much like leasing a car, your payments (and risk) are less because at the end of the lease period, you don't own the car. This is the same concept.

The hard part is already done! We've already taken the time to develop a great idea, so you don't have to agonize over the details. You can preview The Credit Union Story™ and decide what story you would like to tell using those images. What's nice for you is that you're getting agency-quality work in a fraction of the time to start from scratch!

What happens when my license agreement runs out? Do I have to return my materials?

You have the opportunity to renew by submitting another order. If you no longer need the campaign, we request that you recycle all materials and notify us that the campaign is no longer in use.

How can you guarantee that competitors won't be using the same campaigns?

For one, banks cannot license this campaign—as part of the Wisconsin Credit Union League, our campaigns are just for credit unions. When licensing The Credit Union Story™, your credit union has rights to use the campaign within your field of membership for the time frame contracted. Direct geographic and/or demographic overlap with another credit union will be avoided.

Can you ship to multiple addresses?

Yes, if you would like us to ship to multiple addresses, please make a note of it on the Campaign Builder™ and the League Marketing Agency will coordinate the details with you.

How do I track my order?

We will provide a UPS tracking number by request.

Can I use my own image in this campaign?

We are open to discussing a separate, fully customized campaign using alternate images.

What if I need an item you don't have listed?

Just let us know and we'll design a piece specific to your needs (ie. specially-sized poster, banner, display, etc.)

Have a question we haven't answered here? Email us at custory@theleague.coop.