

Why You'll Love...



Here's why you should make our club yours today!



1 Kids Love Them!

We're experts at developing entertaining, educational and well-defined characters that appeal to both boys and girls. You'll love them too!



include deposit incentives in each issue to get kids into your branches. We take care of the mailing, too!

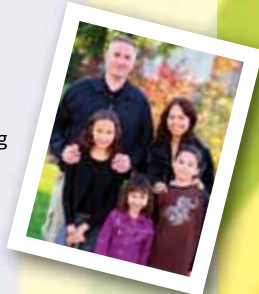
2 Original Online Games



Kids come to your site looking for original games that FEATURE club characters. The Money Mammals star in super-fun, educational and highly entertaining games, including Joe's Credit Union (in which you actually run your own CU), the new Money Monsters game in which you save energy to save money and more. It's difficult (and costly!) to continuously create games that kids actually want to play and which connect with a financial education message. The Money Mammals do this for you.

6 Build Life-Long Members Early

Through The Money Mammals Saving Money Is Fun Kids Club, you will connect with young members early. Our club truly engages and captures the entire family.



7 Share Our Mission

The Money Mammals' "We'll Share & Save & Spend Smart" mantra meshes perfectly with the credit union philosophy. In fact, our club exists because our very first partner CU recognized this philosophical connection.

3 Customizable Resources Galore

Why go through all the trouble of creating all your own materials (it's a lot of work!) when we have created everything you need AND you can customize almost everything to make the club truly your own.



8 Reach & Teach Your Community

Take our message out to your community — reach schools and parents — with our DVD, companion Teaching Guide and new children's book. All were developed to meet school standards.



4 We Make It Easy!

Place your orders, review and approve product proofs online and then just wait for your items to arrive! We simplify the process. As our partner, we let you focus on making a difference in your community while we handle the behind the scenes elements.

9 Partnership Privileges

Unlike other clubs where you're left to fend for yourself, The Money Mammals SMIF Kids Club provides a wealth of customizable marketing and administrative resources ("Starting Your Club" document, customizable staff orientation powerpoint with video, event ideas, etc.) to help you make an impact in your community. We even host periodic partner webinars to share more great ideas that can help you improve your club.

5 Fantastic Newsletter

Take full advantage of the high-quality, customized Money Mammals Messenger, our quarterly newsletter mailer that includes compelling activities and content that teach money management skills. We



10 Have Fun!

Not only can our program help increase your youth membership, but we're positive you'll have fun helping children learn the importance of sharing, saving and spending smart as a Money Mammals partner.



We'll Share & Save & Spend Smart Too!

<http://www.clubmoneymammals.com>