

# overview



The *Savasaurus Club*® is a youth marketing tool designed to help attract, serve and educate younger members through programs and services with your credit union.

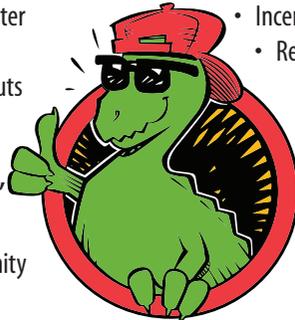
## The four primary objectives of the program are:

### Creates an educational environment for younger members.

- Brings additional financial literacy to your newsletter with educational articles
- Adds financial savings tips via brochures or handouts
- Adds educational articles and links on website

### Develops the concept of "People Helping People."

- Encourages community involvement
- Reinforces the value of giving back to the community



### Makes saving fun for younger members.

- Incentives to increase savings or event participation
- Receive points with each deposit (*used to "buy" Savasaurus items*)

### Provides tools to parents to teach good financial habits to their children.

- Provides educational materials
- Adds educational articles and links on website
- Encourages families to spend quality time together

## The *Savasaurus Club*® program consists of three primary elements:

**Easy-to-use promotional tools • A dynamic and interactive website • Club collateral younger members enjoy**

Each element of the *Savasaurus Club*® helps reinforce the others. Club collateral provides children with incentives to save money at your credit union. The website allows you to remain in constant communication with the members and parents of your Club. Promotional tools will help your credit union successfully promote and remind members of the Club. Although it is your credit union's choice to use any of the program elements; the Club is designed to work best using all three.

DuTrac hopes that the following information, with detailed guidelines, will encourage you to adopt the *Savasaurus Club*® youth program within your credit union. Establishing the necessary goals and objectives to meet your credit union's needs, is a beginning. Adoption of the *Savasaurus Club*® can provide the motivation, the basic format, resources and building blocks for the foundation of your own youth program.



To learn more about the *Savasaurus Club*® visit our website at [www.SavasaurusClub.com](http://www.SavasaurusClub.com) or contact **Karen** at (800) 475.1331, ext. 8584 with questions.