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# CU\*BASE Marketing Clubs

## Configuration, Benefits and Enrollment

### INTRODUCTION

How does a credit union manage a group of members who share a bond beyond that which brought them to the credit union in the first place? For example, do you manage member groups based on their age? Their shared interests? Their shared motivations?

Most often, these groups are handled by forming a “club.” The term “club” implies some common link and special status beyond that of the entire membership. Generally, it requires administration through mailings, raising funds through fees, and of course encouraging the member’s participation through a set of rewards. The CU\*BASE Marketing Club feature was designed to manage these styles of clubs.

*For example, to target young members, a “Youth Club” might be established that carries a low annual fee but waives normal activity fees and minimum balances. Marketing efforts targeted toward young people can easily be directed to all members of the club. Membership in the club saves money for the member and can encourage young people to establish a habit of saving and handling their financial business through the credit union.*

### CLUB ELIGIBILITY

Marketing Clubs are different from account level clubs, such as a Christmas Club account. With a Marketing Club, the system will automatically monitor the member’s eligibility, and if necessary, revoke the special rewards associated with the club if the member is no longer eligible according to club rules. For example, membership in a Youth Club would automatically cease once the member reaches a certain age. However, unlike an account type of club, the credit union does not need to close the account or transfer the member’s funds once the member is no longer eligible.

**Revision date: December 16, 2016**

For an updated copy of this booklet, check out the Reference Materials page of our website: [http://www.cuanswers.com/client\\_reference.php](http://www.cuanswers.com/client_reference.php)  
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## CLUB REWARDS

Like the CU\*BASE Tiered Service Levels feature, which automatically grants rewards based on member activity, the Marketing Club is designed to reward desirable behavior. However, Marketing Clubs are promoted differently because they require that a member join and possibly even pay dues. In exchange for dues, the members receive special benefits for belonging to the club, including:

- **Fee Waivers** - If your credit union assesses over-the-counter or monthly transaction and other service fees, Club members can be exempted from paying those fees.
- **Special Rate Benefits** - To reward Club members further, you may elect to provide special rate incentives, such as a higher share or certificate rate, or lower loan rates. These rate benefits are paid back to the member as a specific “benefit” transaction and reported on member statements to emphasize the value of Club membership.

Marketing Clubs can group people simply on the basis of any similar interest (you could even have a Chess Club!). As you can see, a Marketing Club generally requires more administration, and can even involve special newsletters or other communications targeted specifically toward Club members. Because of this, it is important that whatever dues or fees are required to join the Club outweigh the associated costs. However, it is human nature to enjoy being set apart as belonging to a special group, and the perceived benefit of this can make Clubs very attractive to members, and therefore effective for the credit union.

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# CONFIGURING A MARKETING CLUB

## “Marketing Club Configuration” on the General Configuration 2 (MNCNFD) menu

Club ID	Club Name	Club Type	Maintenance User	Maintenance Date
ALL	A	Qualified	BARBC	May 10, 2013
APB	AUTO-PAY BENEFIT	Qualified	BARBC	Apr 29, 2013
BPB	BENEFITS PLUS BASIC	Qualified	ANNIKAD	Mar 18, 2013
BPG	BENEFITS PLUS GOLD	Qualified	ALYCIAM	Mar 13, 2013
BPP	BENEFITS PLUS PLATINUM	Qualified	AMANDAS	Feb 26, 2013
BPS	BENEFITS PLUS SILVER	Qualified	MARYV	May 02, 2013
BUS	BUSINESS CLUB	Qualified	MARYV	Feb 18, 2013
CLG	COLLEGE CLUB	Qualified	ANNIKAD	Mar 13, 2013
COB	COBORROWERS/COSIGNERS	Qualified	AMANDAS	Mar 12, 2013
COL	COLLECTION ACCOUNTS	Qualified	AMANDAS	Mar 04, 2013
COM	COMAKERS	Qualified	ANNIKAD	Mar 18, 2013
GLD	GOLD TIER CLUB	Qualified	ANNIKAD	Mar 13, 2013

This is the first of several screens used to create a Marketing Club and set up default parameters for all its members.

*To search for a club in the list, enter either the Club ID or the first few characters of the Club Name in the search fields at the top of the screen. Use Enter to scroll the list to the first item which matches. Use “Refresh” (F5) at any time to view the entire list.*

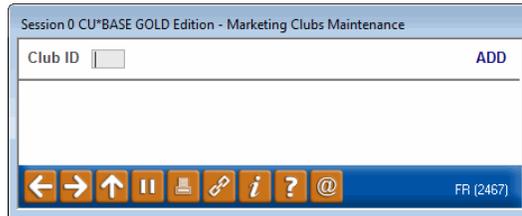
To modify parameters for an existing club, select the club in the list and *Change* . The following window will appear:

Select the option you would like to see (hold Ctrl and click to select multiple options if desired) and use Enter or *Select* to proceed. The screens will appear one after the other automatically, and then the window will reappear to allow additional selections.

- ◆ Club Parameters and Administration - see Page 4
- ◆ Active Status Tracking - see Page 10
- ◆ Fee Waivers and Benefits - see Page 19
- ◆ Share Rate Benefits - see Page 25
- ◆ Certificate Rate Benefits - see Page 29
- ◆ Loan Rate Benefits - see Page 33

## CREATING A NEW MARKETING CLUB

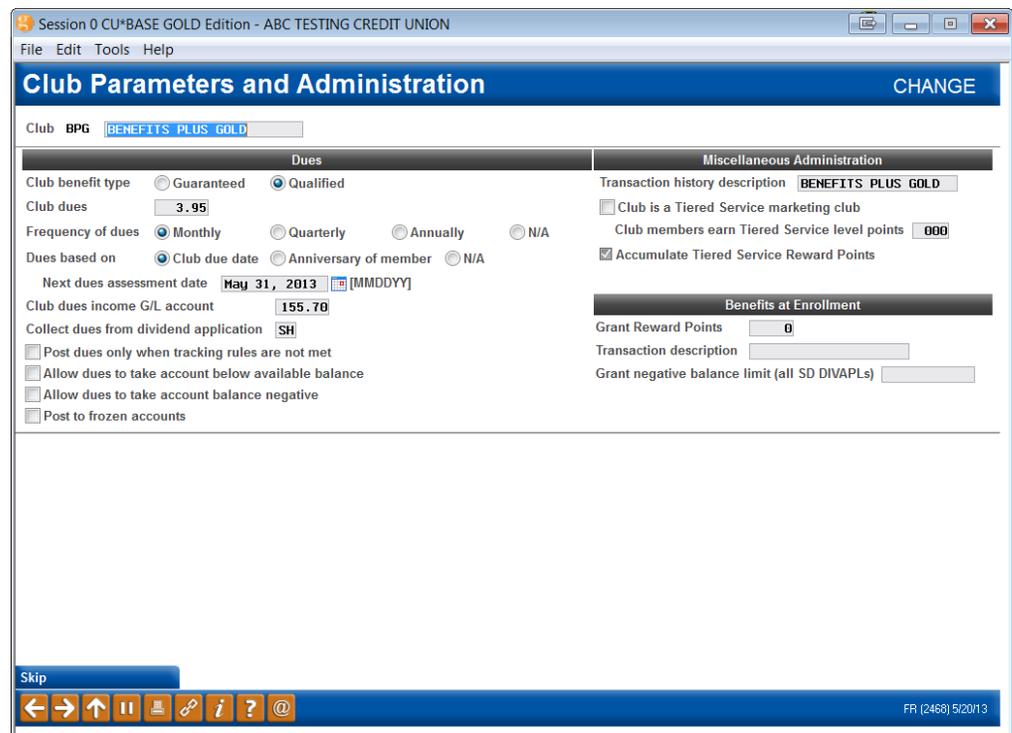
To create a new Marketing Club, use **Add Clubs** (F6). The following screen will appear requesting a Club ID.



Enter up to three characters (alphabetic or numeric characters are allowed) and use Enter to proceed to the Club Parameters and Administration screen, shown on Page 4.

After that screen has been completed, the window shown on the previous page will appear, to allow you to select the additional screens needed to configure the Club.

## CLUB PARAMETERS AND ADMINISTRATION



*This screen appears when you select “Club Parameters and Administration” from the window shown on Page 3, or when a new club is being created.*

This screen is used to set up the basic parameters for the Marketing Club, including Club dues and Tiered Service Level Points. When done with all applicable fields, use Enter to record the changes and continue.

## Field Descriptions

<i>Field Name</i>	<i>Description</i>
Club name	Enter a descriptive name for the Marketing Club.
<b>Dues</b>	
Club Benefit Type	<p>This selection, along with the <i>Post dues only...</i> selection described below and the settings on the Active Status Tracking screen (see Page 10), allows you to make the rewards from a Club either subject to eligibility rules (Qualified) or based on the member's willingness to pay for the benefits (Guaranteed).</p> <p><b>The main difference between the two types is that members of a Guaranteed club will never be suspended automatically from club membership.</b></p> <p>See Page 7 for examples of when to use Qualified vs. Guaranteed and the other parameters that work in combination with the benefit type chosen.</p> <p>HINT: Labeling a club as either "Qualified" or "Guaranteed" also provides an easy clue to your staff as to how the member's club membership will behave over time.</p>
Club dues	If members of the Club are to be assessed a periodic fee for club dues, enter the amount here.
Frequency of dues	<p>Choose one of the following to indicate how often dues should be taken from a member's account:</p> <p><b>Monthly (M)</b> - Dues are taken once each month.</p> <p><b>Quarterly (Q)</b> - Dues are taken once each quarter.</p> <p><b>Annually (A)</b> - Dues should be taken once on the same date each year.</p> <p>NOTE: In all cases, the date is determined by the setting of the <i>Dues based on date</i> field (described below).</p>
Dues based on	<p>This field determines whether dues are assessed for all Club members on the same date each month, quarter or year, or whether they are assessed based on each member's individual anniversary date (usually the date on which the member was enrolled into the Club).</p> <p><b>Club fee date (C)</b> - The system will use the <i>Next date dues will be assessed</i> field shown on this screen to determine when to assess dues to all members that belong to this Club.</p> <p><b>Anniversary of mbr (A)</b> - The system will use the <i>Anniversary Date</i> on each member's club record to determine the due date.</p>
Next dues assessment date (DDMMYY)	<p>If <i>Dues based on</i> is set to <i>Club fee date</i>, use this field to enter the date on which fees should next be assessed for members of this Club.</p> <p>Once fees have been assessed on this date, the system will automatically increment the date forward one month, quarter or year to the next fee date, using the time frame specified in the <i>Frequency of dues</i> field.</p>
Club dues income G/L account	Enter the general ledger income account to which income from Club dues should be posted.

<i>Field Name</i>	<i>Description</i>
Collect dues from dividend application	<p>Enter the Dividend Application code to indicate the account type from which dues should be taken. Use a Dividend Application that is the most likely to be used by all Club members.</p> <p><b>HINT:</b> If using a Dividend Application other than the base share account (usually SH), you may wish to add that Dividend Application to the Active Status requirements for membership in the Club. See Page 10 for details.</p>
Post dues only when tracking rules are not met	<p>This is used in conjunction with a benefit type of <b>Guaranteed</b> to prompt the system to post dues <u>only</u> when the member does not meet the eligibility requirements for the club. <i>(The requirements themselves are set up on the Active Status Tracking screen shown on Page 10).</i> If the member meets the eligibility rules, dues are not charged.</p> <p>For all <b>Qualified</b> club types, or for a Guaranteed club that charges dues every time no matter what happens to the member's status, leave this flag unchecked.</p> <p><b>For examples of how this flag works with different club types, see Page 7.</b></p>
Allow dues to take account below available balance	Check this box to charge the fee, even if this takes the fee account below its available balance.
Allow dues to take account negative	Check this box to charge the fee, even if this takes the fee account negative.
Post to frozen accounts	Check this box to charge a fee even if the fee account is frozen from disbursements.
<b>Miscellaneous Administration</b>	
Transaction history description	Enter a transaction description to be used when club fees are taken from the member's account.
Club is a tiered service marketing club	<p>This is used to flag this Club as one set up specifically to provide rate benefits to members based on Tiered Service Level score. For normal Clubs, leave this unchecked.</p> <p><b>IMPORTANT:</b> Marketing Clubs set up to provide Tiered Service benefits <u>cannot</u> be used for any other purpose. This is because <u>all</u> members of this Club are automatically deleted each month just before the system re-enrolls members based on their new Tiered Service score. For complete details on this link between Tiered Services and Marketing Clubs, see the separate "CU*BASE Tiered Service Levels" booklet.</p>
Club members earn tiered service level points	(Appears only if <i>Club is a tiered service marketing club</i> is unchecked.) If membership in this Club entitles a member to a certain number of points toward their monthly Tiered Service Levels score, enter the point value here. Otherwise, leave the field blank. (Used only for clubs <u>not</u> set up as a special Tiered Service Marketing Club.) For more details, see the separate "Tiered Service Levels" booklet.
Accumulate tiered service reward points	This box is used only if your credit union deactivates reward points (formally known as lifetime points) in your Tiered Service Levels configuration so that no reward points are

<i>Field Name</i>	<i>Description</i>
	<p>accumulated, then wishes to accumulate reward points <i>only</i> for members of this marketing club.</p> <p>If your Tiered Service configuration is set up to automatically accumulate reward points for everyone, this flag is ignored and therefore cannot be changed here.</p> <p><b>Refer to the “Tiered Service Levels Implementation Guide” booklet for more information about Tiered Service Reward Points.</b></p>
<b>Benefits at Enrollment</b>	
Grant reward points	<p>If you wish to grant a member a certain number of Tiered Service Reward Points (formally known as lifetime points) for enrolling into this club, enter the points here. The points are posted to the member’s reward points total at the time of club enrollment, rather like when you sign up for a new credit card and immediately receive 1,000 frequent flyer miles.</p> <p>Although this was primarily designed for credit unions that only accumulate reward points for members that are enrolled in this marketing club, it could be used as part of your Reward Points rewards program as an incentive to join the club.</p> <p><b>Refer to the “Tiered Service Levels Implementation Guide” booklet for more information about Tiered Service Reward Points.</b></p>
Transaction description	<p>Enter the transaction description to be used on the reward points statement for granting these points. (Does not apply to the member’s account transaction history, just Tiered Services Reward Points.)</p>
Grant negative balance limit (all SD DIVAPLs)	<p>Use this if you wish to grant a member a certain negative balance (Courtesy Pay) limit on all his or her existing checking accounts as of the time the member enrolls into the Club. Enter the negative balance limit to be granted.</p> <p>This is a one-time benefit that will ensure a member has <i>at least</i> this limit at the time of club enrollment (will not reduce a limit that already is higher, and will not adjust it again from that point on).</p>

## UNDERSTANDING QUALIFIED VS. GUARANTEED CLUBS

To illustrate the difference between these two benefit types, consider the following scenario:

ABC Credit Union has a no-dues “Premium Members” Club that offers special rates or lower fees on ATM transactions for any members that maintain a certain balance or have a certificate account. A member joins the Club and begins enjoying those benefits, but something happens and his balance falls below the required minimum, or he needs to close his certificate account.

- With a **Qualified** benefit type, Club membership would automatically be suspended and the member would no longer receive the benefits. (This is the most common type of Club.)
- With a **Guaranteed** benefit type that requires dues only if members do not otherwise qualify for the club, as soon as the member is no longer

eligible for the Club, instead of suspending him, the system simply begins charging dues, allowing the member to continue enjoying the benefits with no interruption. Later when his balance goes back up or he opens a new certificate, the system will stop charging the dues automatically. In other words, the benefits are guaranteed regardless of the member's status.

By using various combinations of the club *Benefits type* (Guaranteed vs. Qualified), the *Post dues only when tracking rules are not met* flag, and *Monitor for active status* tracking features, you can design marketing clubs that are as diverse as your membership is. Take a look at the following common combinations, then get creative and see how you can use the building blocks for your own members:

### Example 1: A “Qualified” Club With Eligibility Rules

Club benefit type  Guaranteed  Qualified

Post dues only when tracking rules are not met

Monitor for active status

This is the most common type of Marketing Club, with benefits that are available only to those who continue to meet club eligibility rules. Examples of this type of club include:

- A “Kids Club” designed for members 12 and under (club membership is automatically suspended when the members reach age 13).
- A “Super Savers Club” designed for members with high savings balances (club membership is automatically suspended when balances fall below a certain level).
- A “Young Adults Club” where members must be within a certain age range and also must maintain a credit union checking account (membership is suspended automatically when the member reaches the maximum age or if she/he closes the checking account).

These types of clubs are set up as “Qualified” and the active status tracking feature is activated with appropriate eligibility rules set up. When members are no longer eligible for club membership, they are suspended automatically.

These types of Clubs may or may not be set up to charge dues, but if they are, all members are charged dues as long as they are at an active status. Once they are suspended from club membership, they are no longer charged club dues, nor do they receive any of the club benefits.

## Example 2: A “Guaranteed” Club With Eligibility Rules

Club benefit type  Guaranteed  Qualified

Post dues only when tracking rules are not met

Monitor for active status

This type of club is similar to the examples above except that instead of a member being suspended when they no longer meet the eligibility rules, the system simply begins charging dues so that the member can retain the benefits and privileges of belonging to the club. Examples of this type of club include:

- An “E-Club” that provides special benefits for members that use electronic services such as e-statements and bill payment. Dues will be assessed only if members stop using the required e-services, to allow members to continue receiving the benefits by paying for them.
- A “VIP Rewards Club” that provides attractive rewards for members with high balances. Dues will be assessed only if member balances go below the required minimum, so that members don’t lose the benefits when their financial situation changes.

Because dues are only assessed when members don’t meet the normal eligibility rules, these types of clubs also allow members to join that simply want the rewards and are willing to pay for them.

## Example 3: A Club Without Rules

Club benefit type  Guaranteed  Qualified **OR**

Club benefit type  Guaranteed  Qualified

Post dues only when tracking rules are not met

Monitor for active status

This type of club lets you take advantage of CU\*BASE Marketing Club dues posting features and even club rewards, without making membership in the club subject to any rules at all. Examples of this type of club include:

- A “Business Club” for organizational memberships, simply for the purpose of charging monthly dues for belonging to the credit union and to offer special rate benefits to encourage certain types of business loans.
- A “Special CU Friends” club to encourage more personal member relationships with the credit union. Interested members pay monthly dues and receive a targeted periodic newsletter, invitations to exclusive events, special prices on CU merchandise, advance notification of product promotions, and the like.

These types of clubs can be set up with or without dues, depending on the purpose of the club. Just remember that because the *Monitor for active*

status flag is unchecked, if dues *are* configured, they will be charged to all members, every time.

NOTE: Because this type of club will never monitor a member's status against any eligibility rules, the benefit type can actually be set to either Qualified or Guaranteed. However, it might be easier for credit union staff to remember how the club works if it is labeled as Guaranteed (“*Membership in this club is guaranteed for as long as you want to be in the club!*”). Just make sure the other settings are set up properly to work the way you want the club to behave.

## ACTIVE STATUS TRACKING

This screen appears when you select “Active Status Tracking” from the window shown on Page 3.

The purpose of the parameters on this screen depends on whether this is a “Guaranteed benefits” or “Qualified benefits” type of club (as defined on the previous screen):

- For a **Qualified benefits** club, this screen is used to identify the requirements, if any, that a member must meet in order to remain an active member of the Marketing Club. Active members are entitled to all of the benefits offered by the Club, and are subject to normal Club dues, if any.
- For a **Guaranteed benefits** club that requires dues only if members do not otherwise qualify for the club, this screen identifies the parameters that will be used to determine whether or not a member is charged monthly dues.

Once all appropriate fields have been completed, use Enter to record the changes and continue.

- NOTE: For both types of Clubs, you must use “Active Status Tracking” (see following field description) if you wish to take advantage of the configured rewards (see Page 29), so that the system is monitoring the member’s status and can grant the appropriate fee code.

It is possible that a member, who qualifies for a Marketing Club is charged a Service Charge Fee instead of Marketing Club dues. Refer to the situation below:

**Q:** Why is my member, who qualifies for my Marketing Club, being charged my Service Charge fee instead of the Marketing Club dues? This member is currently a member in the Marketing Club.

**A:** This situation could occur if your credit union charges a Service Charge fee to members who do not belong to a particular Marketing Club. If a member does not have funds to cover the Club dues at the time the dues are posted, this member's status in the Club is changed to "P" for "pending." (This can be confirmed on the TCLUBFEE exception report.) When the Service Charge posting program is run, the member is then charged the Service Charge fee (since the member is not currently active in the Club). At the beginning of the next month, CU\*BASE runs the eligibility program to determine if the member qualifies to be a member of the Club, and at that time, the member's status is changed to being "active" in the Club again who do not belong to a particular Marketing Club.

### Field Descriptions

Field Name	Description
Monitor for active status	<p>Place a checkmark here if you wish to monitor a member’s status against the eligibility rules specified on this screen.</p> <p><b>For a Qualified benefits club</b>, this flag must be checked if you want to use any of the other fields on this screen to monitor a member’s status. If checked, the system will suspend club membership if the member does not meet the requirements.</p> <p><b>For a Guaranteed benefits club</b>, this flag should be checked if you wish to set up rules that determine whether or not dues are charged. Remember that members of a Guaranteed club will never be suspended from club membership. Instead, if this flag is checked (<u>and</u> the <i>Post dues only when tracking rules are not met</i> flag is also checked), the system just monitors whether or not they should be charged monthly dues.</p> <p>If this flag is left <i>unchecked</i> (regardless of whether it is a Qualified or Guaranteed club), the system will never evaluate or change a member’s status in the club. Dues will always be charged as configured for all members of the club. This would useful be for clubs where members are never removed from the club except manually.</p> <p>See Page 7 for examples of how this flag is used with different types of Qualified and Guaranteed clubs.</p> <ul style="list-style-type: none"> <li>• NOTE: For both types of Clubs, you must use active status tracking if you wish to take advantage of the marketing club benefits (see Page 19) so that the system is monitoring the member’s status and can grant the appropriate fee code.</li> </ul>

<i>Field Name</i>	<i>Description</i>
Verify member active status	<p>This flag determines how often the system checks Club requirements against actual member activity. If <i>Monthly</i>, monitoring occurs during beginning-of-day processing on the first day of each month. If <i>Daily</i>, monitoring occurs during beginning-of-day processing each day.</p> <p><b>For a Qualified benefits club</b>, this verification determines if the member should be retained at active status. If any requirements are not met, the system will change the member's status from Active to Suspended, and the member will no longer receive any Club benefits. The setting of the <i>Reactivate member</i> field (described below) determines when the member may be reactivated in the Club.</p> <p><b>With a Guaranteed benefits club</b>, instead of being used for suspending a member's Club status, this flag is used only to determine whether to charge dues for the current period.</p> <p>NOTE: For these types of clubs the <i>Reactivate member</i> setting is not used, since members will never be suspended in the first place.</p> <p><b>IMPORTANT:</b> See Page 17 for helpful hints on setting up verification and reactivation settings for both Qualified and Guaranteed benefit types.</p>
Reactivate member	<p><b>For a Qualified benefits club</b>, this flag determines how often the system will evaluate a member that has been suspended, for the purpose of reactivating that member into the Club.</p> <p>If <i>Monthly</i>, the system will reactivate any eligible members during beginning-of-day processing on the first day of each month. Therefore, once a member has been suspended, he or she will not be eligible to be reactivated until the first day of the following month.</p> <p>If <i>Daily</i>, reactivation will occur during beginning-of-day processing each day. Therefore, a member that is suspended may be eligible for reactivation the next day.</p> <p><b>With a Guaranteed benefits club</b>, this flag is not used, since members will never be suspended in the first place.</p> <p><b>IMPORTANT:</b> See Page 17 for helpful hints on setting up verification and reactivation settings for both Qualified and Guaranteed benefit types.</p>
<p><b>Daily and/or Monthly Tracking Parameters</b></p> <p>These fields can be used if the <i>Verify member active status</i> flag is set to either Monthly or Daily.</p>	
Age range	<p>This option is used if membership in the Club is limited to members that fall in a particular age range. Enter both a low and a high age here. (<i>A setting of 0 is allowed for the low age and 999 is allowed for the high age.</i>)</p> <p><b>For example</b>, for a Teen Savers Club, you could enter a range of 10 to 19 here. Once a member reaches the age of 20, he or she is no longer eligible for membership in the Club.</p>
# of dividend applications selected	<p>This option is used if membership in the Club is limited to members that have certain types of share accounts, including IRAs.</p> <p><b>For example</b>, for a VIP Club, you could select the Dividend Application for your VIP Checking Account</p>

<i>Field Name</i>	<i>Description</i>
	<p>product, to require a member have that type of checking account in order to continue as a member of the Club.</p> <p>Click the Select button to reveal a screen listing your dividend applications. Select the dividend applications, and then use <i>Select</i>. (Hold down the Ctrl key to select multiple items.) You will return to the Marketing Club screen that will record the number of dividend applications you have selected.</p> <p>There is no limit to the number of dividend applications that can be selected.</p> <p>This selection can also be used to determine membership in the club. Refer to the “Include” setting of “Savings balance required” and “Combined loan savings balance required.” (See this documented starting on <b>Page 14.</b>)</p>
Require	<p>This option is required if you have entered more than one code in the <i>Required dividend application(s)</i> field.</p> <p><b>All</b> (A) - A member must have an account in all of the dividend applications listed in order to qualify for active status in the club.</p> <p><b>Any</b> (B) - A member needs to have only one of the dividend applications listed to qualify for active status.</p>
# of loan categories selected	<p>This option is used if membership in the Club is limited to members that have certain types of loan accounts.</p> <p>For example, for a Home Owners Club, you could select the loan category for your Home Equity LOC and Mortgage loan products, to require a member have that type of loan in order to continue as a member of the Club.</p> <p>Click the Select button to reveal a screen listing your loan categories. Select the loan categories, and then use <i>Select</i>. (Hold down the Ctrl key to select multiple items.) You will return to the Marketing Club screen that will record the number of loan categories you have selected.</p> <p>There is no limit to the number of dividend applications that can be selected.</p> <p>This selection can also be used to determine membership in the club. Refer to the <i>Include</i> setting of <i>Loan balance required</i> and <i>Combined loan savings balance required</i>. (See this documented starting on <b>Page 14.</b>)</p>
Require	<p>This option is required if you have entered more than one code in the <i>Required loan categories</i> field.</p> <p><b>All</b> (A) - A member must have an account in all of the loan categories listed in order to qualify for active status in the club.</p> <p><b>Any</b> (B) - A member needs to have only one of the loan categories listed to qualify for active status.</p>
CD account required	<p>Check this flag if membership in the Club is limited to members that have at least one certificate account (any type).</p> <p>For example, for a Super Savers Club, you could require that a member retain at least one certificate account in order to continue as a member of the Club.</p>

Field Name	Description
	<p><b>Using Aggregate Balance Waivers</b></p> <p>The following three fields let you limit membership in the Club to members that have certain account balances. You may use a separate balance for shares and/or loans, or combine both share and loan accounts for a combined aggregate total.</p> <p><b>Use the separate aggregate share and/or loan balance features, or the combined feature, not all three.</b></p> <p>For example, Club eligibility can be based on members having at least \$500 in their share accounts <u>or</u> owing at least \$1,000 in outstanding loans. In this case you would use the separate aggregate share and loan balance features.</p> <p>If you wish to waive any members who have at least \$750 in any combination of shares or loans, use the combined aggregate balance feature instead.</p> <p><b>CU*TIP:</b> Fees that are waived because of these parameters will be recorded in the Fee Waiver Information file (FWHIST) and can be viewed using <b>Fee Waiver Information Report</b> on the Reports C (MNRPTC) menu.</p>
Loan balance required	<p>Use this field if membership in the Club is limited to members that have borrowed at least a specific amount from the credit union. The system adds all the member's loan balances to reach an aggregate total. If that total falls below the total designated here, they are no longer eligible for Club membership.</p> <p>Leave this field blank if you wish to use the <i>Combined aggregate savings required</i> field to combine the balances in both savings and loans for eligibility.</p> <p><b>Include:</b></p> <p>Select to include <i>All loans</i> if you want to include all loans of the member in this calculation.</p> <p>Select <i>Selected loan categories</i> to include only the loans with the loan categories selected in the "# of loan categories selected" field. (See documentation on this field earlier in this table.)</p>
Savings balance required	<p>Use this field if membership in the Club is limited to members that have at least a certain amount in savings accounts at the credit union. The system adds all the member's savings balances (including IRAs and certificates) to reach an aggregate total. If that total falls below the total designated here, they are no longer eligible for Club membership.</p> <p>Leave this field blank if you wish to use the <i>Combined aggregate savings required</i> field to combine the balances in both savings and loans for eligibility.</p> <p><b>Include:</b></p> <p>Select to include <i>All savings/checking/certificate</i> if you want to include all of these type of accounts of the member in this calculation.</p> <p>Select <i>Selected dividend applications</i> to include only the accounts with the Dividend applications selected in the "# of dividend applications selected" field. (See documentation on this field earlier in this table.) <i>This second selection will allow you to exclude accounts, such as certificates.</i></p>
Combined aggregate	Use this field if membership in the Club is based on the member having a minimum combined aggregate balance

<i>Field Name</i>	<i>Description</i>
savings required	<p>between all of his/her savings and loan accounts.</p> <p>The system adds all the member's loan and savings balances (including IRAs and certificates) to reach an aggregate total. If that total falls below the total designated here, they are no longer eligible for Club membership.</p> <p>Leave this field blank if you are using either or both of the <i>Aggregate loans required</i> or <i>Aggregate savings required</i> fields described above.</p> <p><b>Include:</b></p> <p>Select to include <i>All loans/saving</i> if you want to include all accounts of saving/checking/certificate and all loan accounts of the member in this calculation. Select <i>Selected products</i> to include only the accounts with the Dividend applications selected in the <i># of dividend applications selected</i> field and loans with loan categories selected in the <i># of loan categories</i> above. <i>This will allow you to exclude some accounts, such as certificates.</i></p>
# of OTB products (OTB code) selected	<p>This option is used if membership in the Club is limited to members that have certain types of off-trial balance accounts, such as third-party mortgage or investment programs.</p> <p>For example, for a Super Savers Club, you could enter your OTB Type for your investment brokerage account, to require a member participate in that service in order to continue as a member of the Club.</p> <p>Click the Select button to reveal a screen with a list of your OTB Types. Select the OTB Types, and then use <i>Select</i>. The screen will record the number of OTB Types selected.</p> <p>There is no limit to the number of OTB Types that you may select.</p>
Require ATM Card	Check this if membership in the Club is limited to members that have a credit union ATM Card. The system will scan the member's PLASTIC file for at least one ATM record.
Debit Card	Check this if membership in the Club is limited to members that have a credit union Debit (Check) Card. The system will scan the member's PLASTIC file for at least one DEBT record.
OTB Credit Card	Check this if membership in the Club is limited to members that have a credit union credit card via your credit union's OTB credit card system. The system will scan the member's PLASTIC file for at least one CRDT record.
Online credit card	Check this if membership in the Club is limited to members that have a credit union Credit Card via the CU*BASE online credit card processing system. The system will scan MEMBER6 for at least one Process Type "V" loan account.
<p><b>Monthly Only Tracking Parameters</b></p> <p>These fields can be used only if the Verify member active status flag is set to Monthly. In all cases, end-of-month data is used to determine the members' activity.</p>	
Minimum required deposits Payroll	This field is used if membership in the Club is limited to members that receive a certain amount of funds each month via the Payroll Deduction system. The system will scan the

<i>Field Name</i>	<i>Description</i>
	<p>member's end-of-month transaction history files from last month (ETRmmyy1, ETRmmyy2, and ETRmmyy3) for all transactions with Origin Code 05 (Payroll) and Transaction Type 16.</p> <p>If a member uses distributions through the payroll system, a single deposit may be considered multiple times in the accumulation of the total. For example, a member receives \$500 as a base deposit through payroll and the system distributes a loan payment of \$150 and a savings distribution of \$125 to a share account. The member will get credit for \$775 in payroll deposits.</p> <p>Enter the minimum amount that is required to be received into the member's accounts during a month; leave the field blank if these deposits are not required.</p> <ul style="list-style-type: none"> <li>• Enter 99,999,99 in this field if these deposits are not required but a number is entered in the ACH field.</li> </ul>
ACH	<p>This field is used if membership in the Club is limited to members that receive a certain amount of funds each month via the ACH system. The system will scan the member's transaction history files (TRANS1, TRANS2, and TRANS3) for all transactions with Origin Code 11 (ACH) and Transaction Type 18.</p> <p>If a member uses distributions through the ACH system, a single deposit may be considered multiple times in the accumulation of the total. For example, a member receives \$500 as a base deposit through ACH and the system distributes a loan payment of \$150 and a savings distribution of \$125 to a share account. The member will get credit for \$775 in ACH deposits.</p> <p>Enter the minimum amount that is required to be received into the member's accounts during a month; leave the field blank if these deposits are not required.</p> <ul style="list-style-type: none"> <li>• Enter 99,999,99 in this field if these deposits are not required but a number is entered in the Payroll field.</li> </ul>
Required participation: Audio response/Home banking	<p>Check this checkbox if membership in the Club is limited to members that use the credit union's Audio Response and/or PC Home Banking services. The program scans the audio statistics file (AUDICC) for any activity, whether via Audio or Home Banking, and checks for either monetary or non-monetary activity.</p>
AFT	<p>Check this checkbox if membership in the Club is limited to members that use the credit union's Automated Funds Transfer (AFT) system. The program scans the transaction history files (TRANS1, TRANS2, and TRANS3) for all transactions with an Origin Code of 07 (AFT) and Transaction Type 29 or 49 or 53.</p>
Required enrollment: Bill pay	<p>Check this checkbox if membership in the Club is limited to members that are enrolled for bill payment services. The program checked for a current enrollment record (meaning not unenrolled) at the time of monitoring. The program scans the bill payment enrollment file for an active (not unenrolled) record.</p>
E-statements	<p>Check this checkbox if membership in the Club is limited to members that are enrolled for e-statements. The program checked for a current enrollment record (meaning not unenrolled) at the time of monitoring. The program scans the</p>

<i>Field Name</i>	<i>Description</i>
	e-statements enrollment file for an active (not un-enrolled) record.
e-Notices	Check this checkbox if membership in the Club is limited to members that are enrolled for e-Notices. The program checked for a current enrollment record (meaning not unenrolled) at the time of monitoring. The file PCALTCFG is used for this scan and looks for the value of 'NP' in the field PCALTTYP (Alert Type).
Valid address	Check this checkbox if membership in the Club is limited to members with a valid address in CU*BASE. The MASTER file is scanned for the Wrong Address flag equal to 1 (or Yes).
Loan payment via ACH	Check this checkbox if membership in the Club is limited to members who are making a payment to a loan via ACH processing. The program checked for this status at the time of enrollment. The program scans the loan transaction history file (TRANS2) for all deposits (payments) to loan accounts only with an Origin Code of 11 (ACH) with Transaction Types of 18 or 20. The member scores only once if any activity is found.
Opt-in CU Marketing	Check this checkbox if membership in the Club is limited to members who have opted in for CU marketing. The program checked for this status at the time of enrollment. File MASTRL is scanned for a 'Y' in field MTCUCOPT.
Opt-in 3 <sup>rd</sup> party marketing	Check this checkbox if membership in the Club is limited to members who have opted in for third party marketing. The program checked for this status at the time of enrollment. File MASTRL is scanned for a 'Y' in field MT3RDOPT.
Opt-in Reg E	Check this checkbox if membership in the Club is limited to members who have opted in for Reg E. The program checked for this status at the time of enrollment. File MASTRL is scanned for an 'I' in field MTANROPT.
Require valid email address	Check this checkbox if membership in the Club is limited to members with a valid email address in CU*BASE. The program checked for this status at the time of enrollment. The PCMBRCFG file is scanned for the Wrong Email Address 1 in field PCWREMAIL1 only for members with an email address in field EMAIL1.

## UNDERSTANDING CLUB MONITORING AND REACTIVATION RULES

### For a “Qualified” Club...

Because the settings in the *Verify member active status* and *Reactivate member* fields work together, the following is a description of the available combinations:

- **Verify Monthly / Reactivate Monthly** - Use these settings if the system should look at member active status only once at the beginning of the month; members would be made either active or suspended at that time and would remain at that setting for the remainder of the month.
- **Verify Monthly / Reactive Daily** - Not allowed. (If active status is being verified monthly, reactivation can only be done monthly, not daily.)

- **Verify Daily / Reactivate Daily** - Use these settings if the system should look at member active status every day; members would be made either active or suspended based on their current activity each day.

*BE CAREFUL: With these settings, a member may move in and out of the Club multiple times within the same month. However, the system will not store any history as to the days he was active and when he was suspended, making it difficult to explain to a member why he or she received Club benefits on one day but not on another.*

- **Verify Daily / Reactivate Monthly** - Use these settings if the system should look at member active status every day; members that are not eligible on any given day will be suspended until the end of that month. On the first day of the following month, the system will evaluate all members and reactivate any that are eligible for Club active status at that time. With these settings, a member could be suspended at any time during the month, but would remain suspended and not be eligible for activation until the following month. This is the most common method for a Qualified club.

### **For a “Guaranteed” Club...**

For Guaranteed clubs, the active status tracking rules are not used for suspending a Club member, but rather are used to determine whether or not dues should be charged for the current period.

NOTE: For these types of clubs the *Reactivate member* setting is not used, since members will never be never suspended in the first place. Since an entry is still required in the field, however, we recommend you set it to Monthly for these clubs.

- **Verify Daily** - The system will look at the member every day; members that are not eligible on any given day will be flagged to post dues.
- **Verify Monthly** - The system will look at the member only once at the beginning of the month; members that are not eligible at that time will be flagged to post dues.

In either case, the flag to post dues remains “on” until the next time dues are processed. At that time, any members thus flagged will be charged dues, and then the flag will be reset to “off,” ready for the next monitoring cycle.

## FEE WAIVERS AND BENEFITS

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### Club Fee Waivers and Benefits CHANGE

Club name **APB** **AUTO-PAY BENEFIT**

Interactive Fee Exemptions	Self-Service Club Benefits
<input type="checkbox"/> Waive deposit item fee	ARU free minutes <input type="text" value="000"/>
<input type="checkbox"/> Waive cashed check fee	ARU per minute fee <input type="text" value="000"/>
<input type="checkbox"/> Waive Credit Union printed check fee	Online banking free logons <input type="text" value="000"/>
<input type="checkbox"/> Waive Credit Union money order fee	Online banking per logon fee <input type="text" value="000"/>
<input type="checkbox"/> Waive phone transfer fee	
<input type="checkbox"/> A2A incoming transfer fee	
<input type="checkbox"/> A2A outgoing transfer fee	

#### Periodic Service Charge Exemptions

Waive configured transaction and account charges

Waive all configured minimum balance charges

ATM transaction service charge code assignment Active  Suspended

Assign bill payment/presentation service charge code Active  Suspended

Assign electronic deposit hold group code Active  Suspended

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Waive OTB balance transfer service charge

Waive E-statement fees

Waive fee for promise deposits

Waive fee for special printed statement styles

Waive fee for mobile text banking

Club Savings  
Club Loan  
Club Certificate

Navigation icons: back, forward, up, down, print, search, help, refresh

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*This screen appears when you select “Fee Waivers and Benefits” from the window shown on Page 3.*

This screen is used to set up benefits that members receive while they are active in the Club. As discussed earlier, benefits can be granted in the form of fee waivers, so that Club members aren’t subject to the credit union’s normal over-the-counter fees, self-service fees, or monthly service charges.

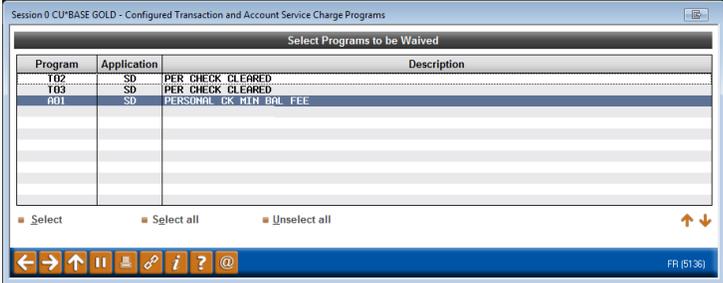
*Of course, waivers are only used if your credit union has configured fees for these types of activities. Refer to CU\*BASE Online Help for configuration information, or contact a CU\*BASE representative for assistance.*

In addition, you may also choose to grant benefits in the form of rate incentives for specific share, certificate and loan products. See Pages 25, 29 and 33 for details. When all appropriate fields are completed, use Enter to save changes and continue, or use the command keys to display any desired rate screens.

- NOTE: For CU\*BASE to monitor and give the appropriate benefits, your credit union must activate “Active Status Tracking” (see page 10).

## Field Descriptions

<i>Field Name</i>	<i>Description</i>
<p><b><u>Interactive Fee Exemptions</u></b></p> <p>Use the fields on this tab to waive specific over-the-counter fees for active club members (Checked=exempt from fees).</p>	
Waive deposit item fee	Check this box to waive any normal fees for deposited items. Uncheck the checkbox to assess these fees to Club members as usual.
Waive cashed check fee	Check this box to waive any normal fees for checks cashed through teller processing. Uncheck this checkbox to assess these fees to Club members as usual.
Waive CU printed check fee	Check this box to waive any normal fees for printing a credit union check. Uncheck this checkbox to assess these fees to Club members as usual.
Waive CU money order fee	Check this box to waive any normal fees for printing a money order. Uncheck this checkbox to assess these fees to Club members as usual.
Waive phone transfer fee	Check this box to waive any normal fees for transfers made from within the Phone Operator software (F2-Phone Inquiry). Uncheck this checkbox to assess these fees to Club members as usual.
Waive A2A incoming transfer fee	Check this box to waive any normal fees for incoming A2A transfers made from within Phone Operator (F2-Phone Inquiry) or <b>It's Me 247</b> . Uncheck this checkbox to assess these fees to the Club members as usual.
Waive A2A outgoing transfer fee	Check this box to waive any normal fees for outgoing A2A transfers made from within Phone Operator (F2) or <b>It's Me 247</b> . Uncheck this checkbox to assess these fees to the Club members as usual.
<p><b><u>Self-Service Club Benefits</u></b></p> <p>Use the fields on this tab to increase free minutes (for ARU) or free logons (for Online Banking) or decrease the per minute/logon fee based on the member's active status in the Club at the time self-service fees are posted. (Suspended Club members will be assessed fees according to the normal self-service fee configuration settings, unless Tiered Service waivers are applicable.)</p> <p>A setting of "999" in any of the Free Minutes or Free Logons fields means unlimited free minutes or logons per month.</p> <p><b>For complete details on self-service fees, including the order in which fee waivers are processed between Marketing Clubs, Tiered Service Levels, and the self-service fee configuration, see the separate booklet, "Member Self-Service Fees."</b></p>	
ARU free minutes	<p>Enter the number of audio response minutes that should be provided free of charge to active Club members. A setting of "999" here indicates unlimited free minutes per month. If using this setting, the ARU Per Minute Fee field should be set to 000.</p> <p>See the "Member Self-Service Fees" booklet for more information about how these fields work together.</p>
ARU per minute fee	<p>Enter the audio response per-minute usage fee (123 = \$1.23) to be used for active Club members.</p> <p>Remember that the fee entered here should not be higher than fee shown in the self-service fee</p>

Field Name	Description
	configuration itself.
Online banking Internet free logons	<p>Enter the number of online banking logons that should be provided free of charge to active Club members. A setting of “999” here indicates unlimited free logons per month. If using this setting, the PC Banking Internet Per Logon Fee field should be set to 000.</p> <p>See the “Member Self-Service Fees” booklet for more information about how these fields work together.</p>
Online banking Internet per logon fee	<p>Enter the online banking usage fee (123 = \$1.23) to be used for active Club members.</p> <p>Remember that the fee entered here should not be higher than fee shown in the self-service fee configuration itself.</p>
<p><b>Service Charges</b></p> <p>Use these fields to waive configured Transaction and/or Account service charges for active Club members.</p>	
Waive configured transaction and account charges	<p>Use the multiple Select button to select the account and transaction fees that will be waived for active members. <b>No selection means that all account and transaction fees will be waived.</b></p>  <p>On the selection screen use the Ctrl key to select from a list of your configured account and service charges (shown above). Then use <i>Select</i> to return to the <i>Club Fee Waivers and Benefits</i> screen. A number next to the Select button will indicate the number of fees that will be waived for active members.</p> <p><b>IMPORTANT:</b> In order for the fee waiver entered here to work, you must also configure the service charges properly, by checking the <i>Honor Waivers in Marketing Club config.</i> box in the Relationship Waivers section of the Fee and Waiver configuration section screen for each applicable transaction and account service charge.</p>
Waive all configured minimum balance charges	<p>Check this checkbox if you wish to waive all minimum balance charges for active Club members.</p> <p><b>IMPORTANT:</b> In order for the fee waiver entered here to work, you must also configure the service charges properly, by checking the <i>Honor Waivers in Marketing Club config.</i> box in the Relationship Waivers section of the Fee and Waiver configuration screen for each applicable minimum balance service charge.</p>

Field Name	Description
<b>Miscellaneous</b>	
ATM transaction service charge code assignment	<p>If you wish to give active Club members special rates for their ATM transactions, first configure an ATM Transaction Service Charge Code with the appropriate fee settings. (This feature for your credit union's ATM provider can be accessed from the Member Check/ATM Processing (MNSDAT) menu). Then enter this Group code in the <i>Active</i> field.</p> <p>Use the <i>Suspended</i> field to indicate which ATM Group code should be used immediately if and when a member is suspended from Club membership due to eligibility rules (see Page 10).</p> <p>The next time Club Status is determined (daily or monthly), the system will automatically reset any ATM cards held by this member so that they are subject to the fee structure of the appropriate group. (If the member is a member of three different clubs, it will assign the code from the last club processed.)</p> <p><b>Setting "Permanent" Service Charge Codes</b></p> <p>Keep in mind that the Tiered Service Levels system can also be set up to automatically alter a member's ATM service charge group upon reaching a new Tiered Service Level. For members that are also in a Marketing Club, this could potentially cause a conflict, especially since this reset operation takes place <u>after</u> Tiered Service Level processing. Therefore, a member could be switched to one service charge group during Tiered Service processing, then be switched back to this group during Marketing Club processing.</p> <p>However, Tiered Services processing will <u>ignore</u> any members with a code 90-99 in this field. Therefore, if you wish this code to become "permanently" attached to a member account and remain in place until the member is removed or suspended from the Club, configure a special ATM Service Charge Group using a code from 90 to 99, and then enter that code here. The code will remain on the member's account regardless of Tiered Service scoring activity.</p>
Assign bill payment/presentation service charge code	<p>If you wish to give active Club members special rates for bill payment activity, use the <i>Active</i> field to enter Bill Pay Service Charge Code that should be used for active members of this Club. (Codes are configured using <b>Bill Pay Service Charge Cnfg</b> on the Internet Member Services Config (MNCNFE) menu).</p> <p>Use the <i>Suspended</i> field to indicate which Bill Payment service charge code should be used immediately if and when a member is suspended from Club membership due to eligibility rules (see Page 10).</p> <p>On the first day of the following month, the system will reset the code recorded for each member so that they are subject to the fee structure of the appropriate group. (If the member is a member of three different clubs, it will assign the code from the last club processed.) <b>This means a member may remain at a "suspended" service charge code until the first of the month if they were suspended during the month.</b> (Remember that bill payment fees are only posted to member accounts once a month, after the member has been reset to the appropriate service charge code for that month.)</p>

Field Name	Description
	<p><b>Setting “Permanent” Service Charge Codes</b></p> <p>Keep in mind that the Tiered Service Levels system can also be set up to automatically alter a member’s Bill Payment service charge group upon reaching a new Tiered Service Level. For members that are also in a Marketing Club, this could potentially cause a conflict, especially since this reset operation takes place <u>after</u> Tiered Service Level processing. Therefore, a member could be switched to one service charge group during Tiered Service processing, then be switched back to this group during Marketing Club processing.</p> <p>However, Tiered Services processing will <u>ignore</u> any members with a code 90-99 in this field. Therefore, if you wish this code to become “permanently” attached to a member account and remain in place until the member is removed or suspended from the Club, configure a special Bill Pay Service Charge Group using a code from 90 to 99, and then enter that code here. The code will remain on the member’s account regardless of Tiered Service scoring activity.</p>
Assign electronic deposit hold group	<p>If this Club is being used to denote a “Member In Good Standing” in order to control the holds on deposits made electronically (ATM), these fields are used to define which Electronic Deposit Hold Group should be assigned to active members of this Club.</p> <p>See the booklet, “Electronic Deposit Holds and Member In Good Standing Configuration” for more details.</p> <p>In the <i>Active</i> field, enter the Deposit Hold Group code that should be used when the member is made Active in the Club.</p> <p>Use the <i>Suspended</i> field to indicate which Deposit Hold Group code should be used immediately if and when a member is suspended from Club membership due to eligibility rules (see Page 10).</p> <p>On the first day of the next month, the system will reset the code recorded for each member so that they are subject to the fee structure of the appropriate group. (If the member is a member of three different clubs, it will assign the code from the last club processed.) <b>This means a member will remain at a “suspended” Hold Group code until the first of the month if they were suspended from the Club at some point during the month.</b> In other words, a member may be moved to the “suspended” code on any day during the month, but will only revert back to the “active” code at the beginning of the month, regardless of the Club reactivation schedule.</p> <p>If the member is deleted from a Club, the member’s Electronic Deposit Hold Group code will be reset to the default group code 01.</p> <p><b>Setting “Permanent” Hold Groups</b></p> <p>Keep in mind that the Tiered Service Levels system can also be set up to automatically alter a member’s Electronic Deposit Hold Group upon reaching a new Tiered Service Level. For members that are also in a Marketing Club, this could potentially cause a conflict, especially since this reset operation takes place <u>after</u> Tiered Service Level processing. Therefore, a member could be switched to one hold group during Tiered Service processing, and then switched back to</p>

<i>Field Name</i>	<i>Description</i>
	<p>this group during Marketing Club processing. In addition, a member's Deposit Hold code may also be altered each month when Member in Good Standing processing is done.</p> <p>However, Tiered Services and Member in Good Standing processing will <u>ignore</u> any members with a code 90-99 in this field. Therefore, if you wish this code to become "permanently" attached to a member account and remain in place until the member is removed or suspended from the Club, configure a special Electronic Deposit Hold Group using a code from 90 to 99, then enter that code here. The code will remain on the member's account regardless of Tiered Service scoring or Member in Good Standing evaluation activity.</p>
Waive e-statement fees	Check if you wish to waive the monthly fee for e-statements for active Club members.
Waive OTB Bal transfer service charge	<p>Check if you wish to waive the normal service charge for balance transfers for OTB loan or savings products.</p> <p><b>IMPORTANT:</b> In order for the fee waiver entered here to work, you must also configure the service charge properly in OTB Type Configuration. See the "Tracking 'Off-Trial Balance' (OTB) Products with CU*BASE" booklet for details.</p>
Waive fee for special printed statement style	Check if you wish to waive the fee the member is charged for selecting a special printed statement style. Learn more about printed statement styles in the "Statement Styles" booklet.
Waive fee for promise deposits	Check if you wish to waive the fee the member is charged for depositing a check online using Promise Deposits. Learn more about Promise Deposits in the booklet "Promise Deposits: Electronic Check Deposits via <b>It's Me 247</b> Online Banking."
Waive fee for mobile text banking	Check this checkbox to waive any normal fees for Mobile Text Banking. Uncheck this checkbox to access these fees to members as usual.

## SHARE RATE BENEFITS

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### Club Maintenance - Share Rate Benefits CHANGE

Club BPG BENEFITS PLUS GOLD

Apply configured rate benefits to accounts opened between 00000000 and 99999999 [MMDDYYYY]

Current Share Dividend Types						
Div Apl	Description	Base Rate	Override Min Balance	DivApl Min Balance Override	Benefit Rate Deviation	Min Balance to Earn Benefit
BC	BUSINESS CLUB	.10	<input type="checkbox"/>	0.00	0.000	0.00
BE	BUSINESS ESCROW	.00	<input type="checkbox"/>	0.00	0.000	0.00
BS	BUSINESS/ORG SAVINGS	.10	<input type="checkbox"/>	0.00	0.000	0.00
BU	BUSINESS CHECKING	.00	<input type="checkbox"/>	0.00	0.000	0.00
CC	CHRISTMAS CLUB	2.00	<input type="checkbox"/>	0.00	0.000	0.00
CK	REGULAR CHECKING	.00	<input type="checkbox"/>	0.00	0.000	0.00
EC	ESCROW	.02	<input type="checkbox"/>	0.00	0.000	0.00
ED	COVERDELL SHARES	.10	<input type="checkbox"/>	0.00	0.000	0.00
ES	EDUCATION SAVINGS	.95	<input type="checkbox"/>	0.00	0.000	0.00
ET	ETA	.02	<input type="checkbox"/>	0.00	0.000	0.00
FA	ESCROW FANNIE MAE	.00	<input type="checkbox"/>	0.00	0.000	0.00
FC	FCU ESCROW	.00	<input type="checkbox"/>	0.00	0.000	0.00
FE	SAFE N EASY CHECKING	.00	<input type="checkbox"/>	0.00	0.000	0.00
FM	ESCROW FREDDIE MAC	.00	<input type="checkbox"/>	0.00	0.000	0.00

Skip  
Rate Inquiry

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Use **Rate Inquiry** (F10) to see the current configured rate and minimum balance for any share product.

This screen appears when you select “Share Rate Benefits” from the window shown on Page 3, or when you use “Club Savings” (F9) on the Fee Waivers and Benefits screen shown on Page 19.

- NOTE: For CU\*BASE to monitor and give the appropriate benefits, your credit union must activate “Active Status Tracking” (see page 10).

This screen is used to give members of this Marketing Club a special reward in the form of higher share rates. In addition, the normal *Minimum Balance to Earn* from the Dividend Application can be overridden so that Club members could have a lower balance and still earn regular dividends. You may set up either or both rewards for any of your share products as desired. When done, use Enter to record the changes and continue (see Page 28 for field descriptions).

**CU\*TIP:** You can have all of these rate benefits apply only to accounts opened within a certain timeframe, if you wish to introduce a new benefit without making it “retroactive” to existing accounts. See Page 4 for details.

**IMPORTANT:** We recommend you thoroughly investigate and clearly understand any TIS disclosure issues that relate to these interactive calculations. **Also, in order for the General Ledger interface to work properly, please contact a CU\*BASE Representative for assistance in setting up a benefit G/L account in your credit union’s Master parameters.**

Examples:

*Minimum Balance Override* - ABC Credit Union wants to include Youth Club members in its normal daily shares but doesn't expect members under 15 years old to usually have balances over \$100 (the normal minimum balance for the base share account). They use the *Override Min Bal* and *DIVAPL Min Balance Override* fields to grant members of the Youth Club the ability to earn on *all* funds in the regular share account, without a minimum balance.

*Rate Benefit* - XYZ Credit Union's Insured Money Market rate is 3.38% with a minimum balance of \$2,500. For members of its Business Accounts Club, XYZ uses the *Benefit Rate Deviation* and *Min Balance to Earn Benefit* fields to offer an additional 0.500%, but require a minimum balance of \$7,500 to earn the extra Club benefit.

IMPORTANT: Remember that benefits are paid only to active Club members; therefore, if on the day Club benefits are paid, the member is not at Active status in the Club, benefits will not be paid and the accrued benefit amount will be cleared. Benefits are paid according to the same payment schedule used for regular dividends.

## Understanding Rate Benefits

In order to highlight a rate benefit so that members understand it is directly related to their Club membership, the system will use the rate deviation as a separate calculation against the balance to accrue the benefit dividend. This special dividend would be posted at the same time as regular dividends, but in a separate transaction from the actual dividend posting. Transaction history would appear as in the following example:

### Transaction History Sample: Club Share Benefit Payment

Tran Date	Amount	(n/a)	Current Balance	Transaction Description	Transfer Account	ID
12/31/01	449.96-		21,101.33	AUTO. FUNDS TRANSFER	7498806-771	89
12/31/01	95.99		21,197.32	SHARE DIVIDEND		OP
12/31/01	9.25		21,206.57	CLUB BENEFIT PAYMENT		OP

The calculation is performed during the normal accrual process, and is consistent with the configured dividend calculation for the share type. Therefore, share accounts that calculate simple dividends will use the same method for benefits. Compounded calculations will only consider the balance of the share account and the accrued dividend, not the accrued benefits.

**Simple Daily** - calculates Club benefits daily and holds them in the *Accrued Club Benefits* field:

Benefit / 36500 (or 36600) = Daily Factor (truncated to 8 decimal places (not rounded) or xx.xxxxxxxx)

Daily Factor x Current Share Balance = Daily Benefit Accrual (rounded to three decimal places or xxxxxx.xxx)

Ex: Rate Benefit = .250, Share Balance is \$1,000.00

.250/36500 = .00000684 .00000684 \* \$1000.00 = .0068 rounded = .007  
Daily Benefit Accrual

- NOTE - Share Rate Benefits can also use an Average Daily Balance calculation or a Compound Simple Daily calculation determined by the normal dividend configuration value.
- NOTE: Payment of dividends includes two decimal points. For example, 0.038 is paid as 0.03 instead of 0.04

**Compound Daily** - calculates Club benefits daily and holds them in the *Accrued Club Benefits* field:

$$\text{Rate Deviation} \div \text{Number of days in the year} \times (\text{Balance} + \text{Accrued Dividends})$$

- Accrued Dividends do not include accrued club benefits.
- NOTE: Payment of dividends includes two decimal points. For example, 0.038 is paid as 0.03 instead of 0.04

**Average Daily** - calculates Club benefits at the time of dividend posting:

$$\text{Rate Deviation} \div \text{Number of days in the year} \times \text{Average Balance} \times \text{Days in period}$$

As dividends are actually paid to the member, they are added to a *YTD Benefits Paid* field on the account record. The following shows where both accrued and paid Club benefits are shown for inquiry purposes:

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File Edit Tools Help

### Member Account Inquiry

MSR Account #  MARY MEMBER Date opened Nov 23, 1982  
  G/L account 901.00-01

Account type 000 REGULAR SAVINGS  
 Div appl SH REGULAR SAVINGS

Outstanding accrued club benefits 2.25

Current balance	12,732.25	Annual b/u withholding	0.00
- par value	5.00	Period average balance	26.02
- secured	0.00	Period minimum balance	379.15
- uncollected	0.00		
= Net available	12,727.25	YTD club benefits	27.25
1st date negative	00000000		

Dividend Information

Quarter	Amount	Total	Accrued
1	0.00	0.00	
2	0.00		0.00
3	0.00		
4	0.00		

Transaction inquiry date Sep 04, 2013 [MMDDYY]

FR (3758) 10/10/13

Benefit amounts can be maintained using **Account Information Update** on the Update Functions 1 (MNUPDT) menu.

## Field Descriptions

<i>Field Name</i>	<i>Description</i>
Apply configured rate benefits (if any) to accounts opened between <i>xx</i> and <i>xx</i>	<p>(Optional) This field is designed to allow you to introduce rate benefits for share accounts that were opened within a certain timeframe. For example, to entice members to join your Seniors Club, you may offer a special rate for your money market savings accounts, for any accounts opened starting January 1.</p> <ul style="list-style-type: none"> <li>To define a short-term timeframe (for example, if you want to limit benefits to accounts opened during a short promotional window such as January 1 through March 31), enter a date into both fields.</li> <li>To grant benefits starting at a specific date and for all accounts opened from that point on, enter the starting date in the first field and enter 99999999 into the second field. This is helpful to introduce new benefits without having them made “retroactive” to accounts that are already in place.</li> <li>To grant benefits regardless of when the Club member opened his or her accounts, enter 00000000 and 99999999 respectively into the fields (this is the default).</li> </ul>
Override Div Apl Minimum	Check this box if you wish to override the normal minimum balance to earn a dividend from the dividend application configuration for active Club members. This will be used instead of the normal minimum balance when paying regular dividends to determine whether active club members are eligible for dividend payments. Then use the <i>DIVAPL Min Balance Override</i> field to enter the new minimum balance requirement.
DIVAPL Minimum Balance Override	<p>Use this to enter the new minimum balance that should be required to earn regular dividends for this share dividend application. Use 2 decimal places (e.g., for a \$100.00 minimum balance, enter 10000).</p> <p>NOTE: This amount cannot be higher than the minimum balance to earn on the dividend application configuration for this product. For example, if the normal minimum balance on your regular share account is \$100.00, you cannot use an amount greater than \$100.00 as an override.</p>
Benefit Rate Deviation	Enter the rate that should be given in addition to the standard rate for the share product. Use three decimal digits (e.g., for a rate deviation of 0.5%, enter 0500). Use the <i>Min Balance To Earn Benefit</i> field to enter the minimum balance required in order for dividends to be paid.
Min Balance To Earn Benefit	<p>Use this to enter the minimum balance that must be in the account in order for the accrued Club benefits to be paid to the member. (This is independent of any minimum balances on the dividend application itself and can be any amount desired.)</p> <p>If this field is left blank, active Club members will receive the benefit regardless of their account balance.</p>

## Daily Share Rate Benefits Reports

There are two CU\*SPY reports that report share rate activity. Look in the Share Account Activity category for the “Daily Accrued Benefit Report – Share Account Types Only” (PDIVMR4), which reports daily accrued accounts and the “Dividend Post Club Benefits” (TDIVD14), the transaction register when the benefits post. Share rate benefits posting is performed when normal dividends post. This can be Quarterly, Monthly, Annually, etc.

```

2/25/08 1:11:00          CREDIT UNION          PDIVMR4          PAGE 1
RUN ON: 2/26/08          DAILY ACCRUED BENEFIT REPORT
                          SHARE ACCOUNT TYPES ONLY
ACCOUNT NO.  AFLC  DIVD  EXCLUSION  CURRENT  TODAY'S ACCR.  ACCRUED BEN.  YTD BENEFIT
              TYPE  AFLC  BALANCE  BALANCE  BALANCE        BALANCE        BALANCE
57          SH  SH    .00      549.67   .04             .50            .83
37          SH  SH    .00      441.95   .02             .25            .93
37          SH  SH    .00      2,300.59 .18           2.25           5.45
Totals --   3          .00          2,300.59 .24           3.00           7.21
                ** END OF REPORT **
    
```

```

1/31/08 23:50:52          CREDIT UNION          TDIVD14          PAGE 1
RUN ON: 1/31/08          SHARE DIVIDEND CLUB BENEFIT REGISTER
DIVIDEND APPLICATION TYPE -- SH/REGULAR SHARE
ACCOUNT NO.  SEQ #  TR DATE  AMOUNT  TYPE  DEPOSIT  PREVIOUS  CURRENT  DESCRIPTION  AVERAGE
              TRN                                BALANCE  BALANCE
57          -000  00079  1/31/08  .83  09    .83      496.84   497.67   Club Benefit  435.69
57          -000  00014  1/31/08  .31  09    .31      209.98   210.24   Club Benefit  209.84
57          -000  00012  1/31/08  .50  09    .50      22.97    23.47    Club Benefit  248.67
57          -000  00011  1/31/08  .31  09    .31      209.81   210.12   Club Benefit  209.72
37          -000  00162  1/31/08  .31  09    .31      181.01   181.32   Club Benefit  169.59
37          -000  00041  1/31/08  .93  09    .93      441.02   441.95   Club Benefit  433.87
37          -000  00114  1/31/08  5.45  09    5.45     2295.14  2300.59  Club Benefit  2519.89
57          -000  00024  1/31/08  .31  09    .31      153.27   153.68   Club Benefit  153.31
57          -000  00018  1/31/08  .31  09    .31      182.68   182.99   Club Benefit  178.74
Club benefit Paid --
                          $9.26  # of Accounts --  9  02 - WESTLAND BRANCH
                *** END OF REPORT ***
    
```

## CERTIFICATE RATE BENEFITS

Use **Rate Inquiry** (F10) to see the current configured rate and minimum balance for any share product.

This screen appears when you select Certificate Rate Benefits from the window shown on Page 3, or when you use “Club Certificate” (F11) on the Fee Waivers and Benefits screen shown on Page 19.

- NOTE: For CU\*BASE to monitor and give the appropriate benefits, your credit union must activate “Active Status Tracking” (see page 10).

This screen is used to give members of this Marketing Club a special reward in the form of higher certificate rates or renewal incentives. You may choose the reward for any or all of your certificate products as desired.

**CU\*TIP:** *You can have all of these rate benefits apply only to accounts opened within a certain timeframe, if you wish to introduce a new benefit without making it “retroactive” to existing accounts. See Page 4 for details.*

IMPORTANT: We recommend you thoroughly investigate and clearly understand any TIS disclosure issues that relate to these interactive calculations. **Also, in order for the General Ledger interface to work properly, please contact a CU\*BASE Representative for assistance in setting up a benefit G/L account in your credit union’s Master parameters.**

Remember that renewal incentives are added to the certificate at the time it is renewed, and that there could be a compound effect of giving both a positive rate deviation and a large renewal incentive at the same time. Therefore, it is recommended that you offer either a rate deviation *or* a renewal incentive, not both, for any individual product. In addition, if your credit union offers renewal incentives as part of your Tiered Service Level rewards, be careful to evaluate the potential effects of multiple rewards.

In the *Rate Deviation* field for each certificate type, enter the amount that should be given in addition to the standard rate for that product, or use the *Renewal Incentive* field to enter the renewal incentive percentage to be added when the CD renews (both fields use three decimal digits). When done, use Enter to record the changes and continue.

*For example, the current rate for a 1-year certificate is 5.250%. For members of the Super Savers Club, you are offering an additional 0.150%. In the Rate Deviation field for that product, enter 0150.*

IMPORTANT: Benefits are paid only to active Club members; therefore, if on the day Club benefits are paid, the member is not at Active status in the Club, benefits will not be paid and the accrued benefit amount will be cleared. Certificate Rate Benefits are paid according to the same schedule used for regular dividends.

## Understanding Rate Benefits

In order to highlight this benefit so that members understand it is directly related to their Club membership, the system would use the rate deviation as a separate calculation against the balance to accrue the benefit dividend. This special dividend would be posted at the same time as regular dividends, but in a separate transaction from the actual dividend posting, as follows:

### Transaction History Sample: Club Certificate Benefit Payment

Tran Date	Amount	(n/a)	Current Balance	Transaction Description	Transfer Account	ID
12/31/01	14.02		3,059.61	DIVIDEND EARNED		89
12/31/01	1.87		3,061.48	CLUB BENEFIT PAYMENT		0P

The rate calculation is performed during the normal accrual process using the following system, and is consistent with the configured dividend calculation for the certificate. Therefore, certificates that calculate simple dividends will use the same method for benefits. Compounded calculations will only consider the balance of the CD and the accrued dividend for the CD, not the accrued benefits.

**Simple Daily** - calculates Club benefits daily and holds them in the *Accrued Club Benefits* field:

How this is calculated:

$(\text{Benefit} / 100) / 365 \text{ (or } 366) = \text{Daily Factor (truncated to 9 decimal places)}$

$\text{Daily Factor} \times (\text{Compound Balance or Current Balance or Original CD Amount}) =$

Daily Benefit Accrual (rounded to three decimal places)

Ex: Rate Benefit = .250, CD Current Balance (\*or Compound Balance or Original Amount) is \$1,000.00

$.250/36500 = .00000684$   $.00000684 * \$1000.00 = .0068$  rounded to three decimal places = .007 Daily Benefit Accrual

- NOTE: Payment of dividends includes two decimal points. For example, 0.038 is paid as 0.03 instead of 0.04

**Compound Daily** - calculates Club benefits daily and holds them in the *Accrued Club Benefits* field:

$\text{Rate Deviation} \div \text{Number of days in the year} \times (\text{Balance} + \text{Accrued Dividends})$

- Accrued Dividends do not include accrued club benefits.
- NOTE: Payment of dividends includes two decimal points. For example, 0.038 is paid as 0.03 instead of 0.04

Renewal incentive calculations are performed when the certificate renews using the following formula:

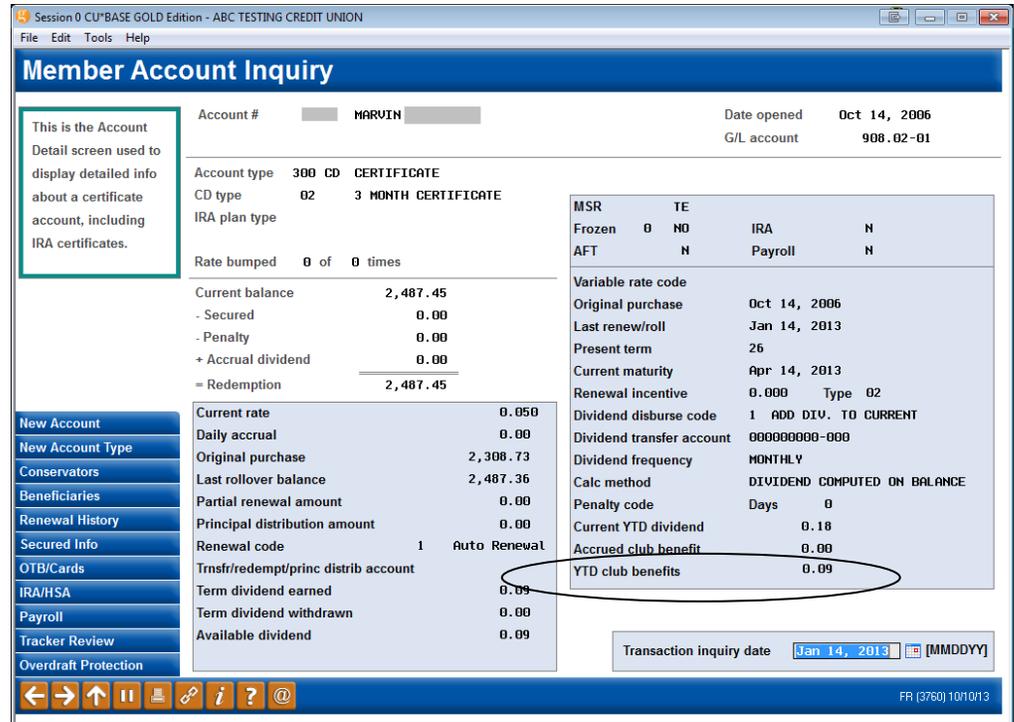
Rate from CD Type Configuration + Renewal Incentive on CD Account  
+ The higher of either the (Tiered Service Certificate Renewal Bonus) **OR** the (Marketing Club Renewal Incentive)

For example, a certificate is created and the standard renewal incentive of 0.250% is placed on the account. When the certificate is renewed, the

system checks the CD type configuration and sees that the rate for that certificate type is 5.000%, and that the account has a 0.250% renewal incentive. It then checks both Tiered Service Level configuration and Marketing Club configuration for that member and finds that he is eligible for both a Tiered Service certificate renewal incentive of 0.100% and a Club benefit incentive of 0.150%. The system would add the higher of those (0.150%) to the rate and account incentive as follows:

$$5.000\% \text{ rate} + 0.250\% \text{ incentive} + 0.150\% \text{ Club benefit} = 5.400\%$$

As dividends are actually paid to the member, they are added to a *YTD Benefits Paid* field on the account record. The following shows where both accrued and paid Club benefits are shown for inquiry purposes:



Benefit amounts can be maintained using **“Account Information Update”** on the Update Functions 1 (MNUPDT) menu.

### Field Descriptions

Field Name	Description
Apply configured rate benefits (if any) to accounts opened between xx and xx	<p>(Optional) This field is designed to allow you to introduce rate benefits for certificates to accounts that were opened within a certain timeframe. For example, to entice members to join your Seniors Club, you may offer a special rate for some of your high-balance certificates, for any accounts opened starting January 1.</p> <ul style="list-style-type: none"> <li>To define a short-term timeframe (for example, if you want to limit benefits to accounts opened during a short promotional window such as January 1 through March 31), enter a date into both fields.</li> <li>To grant benefits starting at a specific date and for all accounts opened from that point on, enter the starting date in the first field and enter 99999999 into the</li> </ul>

Field Name	Description
	<p>second field. This is helpful to introduce new benefits without having them made “retroactive” to accounts that are already in place.</p> <ul style="list-style-type: none"> <li>To grant benefits regardless of when the Club member opened his or her accounts, enter 00000000 and 99999999 respectively into the fields (this is the default).</li> </ul>

## Daily Certificate Rate Benefits Report

One report, the “Share Certificate Daily Benefit Accrual Report” (TBCDTB5) shows both accruals and benefits paid. This daily report is found in the Share Account Activity category in CU\*SPY. The Certificate rate benefits posting is performed when normal dividends post. This could be Monthly, Quarterly, Annually etc.

2/26/08 2:47:33		CREDIT UNION				TBCDTB5	PAGE
RUN ON 2/26/08		SHARE CERTIFICATE DAILY BENEFIT ACCRUAL REPORT					1
CORPORATION - 01		CREDIT UNION					USER OPER
CERTIFICATE TYPE	BRANCH	# OF ACCOUNTS	TOTAL BALANCE	START ACCRUED AMT.	COMPUTED ACCRUED AMT.	BENEFITS PAID	ENDING ACCRUED AMT.
7 MONTH CERTIFICATE	01	157	2,882,968.31	298.70	18.29	12.09	304.90
3 MONTH CERTIFICATE	01	51	183,372.47	13.49	.74	.00	14.23
6 MONTH CERTIFICATE	01	243	2,920,397.46	185.59	16.98	8.06	194.51
9 MONTH CERTIFICATE	01	46	964,341.30	96.95	6.22	4.65	98.52
12 MONTH CERTIFICATE	01	654	9,277,884.10	792.57	58.22	34.41	816.38
18 MONTH CERTIFICATE	01	30	550,431.19	41.39	3.49	.00	44.88
24 MONTH CERTIFICATE	01	157	2,687,477.59	142.82	8.98	.93	150.87
36 MONTH CERTIFICATE	01	107	1,113,505.44	84.08	6.78	.93	89.93
48 MONTH CERTIFICATE	01	66	1,117,930.61	106.01	6.97	6.82	106.16
60 MONTH CERTIFICATE	01	127	2,846,808.95	249.97	15.84	11.16	254.65
60 MONTH BUMP UP CD	01	268	4,231,031.86	400.07	26.60	19.22	407.45
40 MONTH CERTIFICATE	01	15	309,374.36	12.69	1.67	.00	14.36
12 MONTH BUMP CD	01	5	31,973.44	5.04	.21	.00	5.25
24 MONTH BUMP CD	01	72	1,372,418.15	97.93	8.87	6.20	100.60
18 MONTH CERTIFICATE	01	67	80,403.40	.00	.00	.00	.00
5 MONTH CERTIFICATE	01	16	282,355.02	3.08	.77	.00	3.85
6 MONTH INCREASE CD	01	10	220,230.72	27.32	1.41	.00	28.73
NON-MEMBER 12 MONTHS	01	2	200,000.00	.00	.00	.00	.00
NON-MEMBER 24 MONTHS	01	13	1,300,000.00	.00	.00	.00	.00
NON-MEMBER 36 MONTHS	01	7	1,100,000.00	.00	.00	.00	.00
NON-MEMBER 48 MONTHS	01	4	400,000.00	.00	.00	.00	.00
NONMEMBER 60 MO BUMP	01	3	300,000.00	.00	.00	.00	.00
15 MONTH CERTIFICATE	01	391	6,964,457.53	671.97	43.97	41.23	674.71
7 MONTH CERTIFICATE	02	5	73,287.14	7.19	.45	.00	7.64
3 MONTH CERTIFICATE	02	1	1,011.61	.00	.00	.00	.00
6 MONTH CERTIFICATE	02	20	228,859.45	24.06	1.45	.75	24.73
9 MONTH CERTIFICATE	02	1	28,166.36	2.85	.19	.00	3.04

# LOAN RATE BENEFITS

Session 0 CU\*BASE GOLD - ABC TESTING CREDIT UNION  
File Edit Tools Help

## Club Maintenance - Loan Rate Benefits CHANGE

Club BPG BENEFITS PLUS GOLD

Apply configured rate benefits to accounts opened between  and  [MMDDYYYY]

Current Loan Categories					
Loan Cat	Description	Rate Deviation	Loan Cat	Description	Rate Deviation
PD	GOOD MONEY LOAN	0.000	17	BUS ADJ RT MORT	0.000
01	SECURED CL END	0.000	19	BUS GOLD LOC	0.000
03	SHARE PLEDGE LN	0.000	21	BUS R/E FIXED	0.000
04	SIGNATURE LOAN	0.000	22	BUS LOAN FIXED	0.000
05	SBA	0.000	23	BUS LOAN ADJ	0.000
06	PAYMENT SHAWER	0.000	24	BUS CONST MORT	0.000
07	ADJ RATE MORTG	0.000	25	CONSTRUCTION	0.000
08	FIXED RT MORTG	0.000	26	BUSINESS LOC	0.000
09	CL END HOME EQU	0.000	27	COMM DEVELOP	0.000
10	CLASSIC LOC	0.000	28	STUDENT LOAN	0.000
11	GOLD LOC	0.000	29	BUSINESS LOAN	0.000
12	OVERDRAFT PROT	0.000	30	COMM DEV/UNSECR	0.000
14	NEW VEHICLES	0.000	31	COMM DEV/RE	0.000
15	USED VEHICLES	0.000	33	NEW AUTO LEASE	0.000
16	REC VEHICLES	0.000	34	USED AUTO LEASE	0.000

↑ ↓

Skip  
Rate Inquiry

← → ↑ || ⌂ ? @ FR (5050) 5/15/13

Use *Rate Inquiry* (F10) to see the current configured rate and minimum balance for any share product.

This screen appears when you select “Loan Rate Benefits” from the window shown on Page 3, or when you use “Club Loan” (F10) on the Fee Waivers and Benefits screen shown on Page 19.

- NOTE: For CU\*BASE to monitor and give the appropriate benefits, your credit union must activate “Active Status Tracking” (see page 10).

This screen is used to give members of this Marketing Club a special reward in the form of lower interest rates for loans. You may choose the reward for any or all of your loan products as desired.

**IMPORTANT:** We recommend you thoroughly investigate and clearly understand any Reg. Z disclosure issues that relate to these interactive calculations. **Also, in order for the General Ledger interface to work properly, please contact a CU\*BASE Representative for assistance in setting up a benefit G/L account in your credit union’s Master parameters.**

For each Loan Category, you may choose to designate a lower rate for Club members. In the *Rate Deviation* field, enter the amount that should be subtracted from the standard rate for that product (use three decimal digits). When done, use Enter to record the changes and continue.

*For example, if you wish Home Equity LOC loans held by Club members to accrue at an interest rate 0.300% lower than the standard rate, enter 300 in the Rate Deviation field for that product.*

Benefits for loan accounts are paid once each month, at the end of the month. In order to highlight this benefit so that members understand it is directly related to their Club membership, the system will actually post a separate credit transaction to either the loan account (lowering the balance) or to a share-type Dividend Application for the amount of the accrued benefit. The method will be determined in your credit union's master system parameters, and is the same for all loan categories.

Loan rate benefits post at EOM for any active or open loans for Club Members who are *active* in a Marketing Club with loan rate benefits configured. If the loan is paid off prior to this date, no benefits will post to the member.

**By default, benefits will be paid to the loan just like a regular loan payment unless otherwise specified. Therefore, you must contact a CU\*BASE representative if you wish to pay benefits to a share Dividend Application.**

IMPORTANT: Benefits are paid only to active Club members; therefore, if on the day Club benefits are paid, the member is not at Active status in the Club, benefits will not be paid and the accrued benefit amount will be cleared. Loan Rate Benefits are paid at the end of each month.

### Understanding Rate Benefits

If paying the benefit directly to the loan account, transaction history will appear as in the following example (notice the credit to the loan account, reducing the balance due):

Tran Date	Amount	Interest	Current Balance	Transaction Description	Transfer Account	ID
12/01/01	400.00-	54.73	5,560.48	TRANSFER PAYMENT		38
12/03/01	2,500.00	.00	8,060.48	CHECK 00703001660		6P
12/29/01	500.00-	64.02	7,624.50	MEMBER TRANSFER	7498806-001	36
12/31/01	7.50-	7.50-	7,624.50	CLUB BENEFIT PYMT		89

If paying the benefit to a share dividend application, transaction history will be similar to the following (notice the credit to the share account, increasing the balance):

Tran Date	Amount	(n/a)	Current Balance	Transaction Description	Transfer Account	ID
12/31/01	95.99		21,197.32	SHARE DIVIDEND		0P
12/31/01	7.50		21,204.82	CLUB BENEFIT PYMT		0P

**Simple Daily** - calculates Club benefits daily and holds them in the *Accrued Club Benefits* field:

Loan Rate Benefit Calculation:

$(\text{Benefit} / 100) / 365 \text{ (or } 366) = \text{Daily Factor (truncated to 9 decimal places)}$

$\text{Daily Factor} \times \text{Current Loan Balance} = \text{Daily Benefit Accrual (rounded to 2 decimal places)}$

Example:

Rate Benefit = .250, Loan Balance is \$10,000.00

$.250 / 100 = .0025$        $.0025 / 365 = .000006849$

.000006849 \* 10,000.00 = .068 rounded to .07

This is calculated as a credit paid to the member's account. If paid to the loan account, it will be processed as a normal payment through the loan's payment matrix; if paid to a share type, will be a benefit deposit.

As benefits are actually paid to the member, they are added to a *YTD Benefits Paid* field on the account record. The following shows where both accrued and paid Club benefits are shown for inquiry purposes:

The screenshot displays the 'Member Account Inquiry' interface. On the left, there are various filters and options like 'Collateral', 'Secured', 'Delinquent', etc. The main area shows account information for 'JOHN G MEMBER'. A table of Club benefits is circled in red, showing 'Accrued' as 0.32 and 'YTD' as 0.62.

Club benefits	Amount
Accrued	0.32
YTD	0.62

Benefit amounts can be maintained using **Account Information Update** on the Update Functions 1 (MNUPDT) menu.

### Field Descriptions

Field Name	Description
Apply configured rate benefits (if any) to accounts opened between xx and xx	<p>(Optional) This field is designed to allow you to introduce rate benefits for loans accounts that were opened within a certain timeframe. For example, to entice members to take out a loan you may offer a special interest rate for auto loans opened starting January 1.</p> <ul style="list-style-type: none"> <li>To define a short-term timeframe (for example, if you want to limit benefits to accounts opened during a short promotional window such as January 1 through March 31), enter a date into both fields.</li> <li>To grant benefits starting at a specific date and for all accounts opened from that point on, enter the starting date in the first field and enter 99999999 into the second field. This is helpful to introduce new benefits without having them made "retroactive" to accounts that are already in place.</li> <li>To grant benefits regardless of when the Club member</li> </ul>

Field Name	Description
	opened his or her accounts, enter 00000000 and 99999999 respectively into the fields (this is the default).

## Daily Loan Rate Benefits Reports

Two reports exist for tracking loan rate benefits. The "Loan Club Benefit Payment Transaction Register" (TLNBENC) and the accompanying exception report (TLNBENC2) can be found in the Loan Account Activity category in CU\*SPY. These benefits pay monthly, so look on the last day of the month.

```

1/31/08 22:57.44
RUN ON 1/31/08
CREDIT UNION
TLNBENC PAGE 1
User OPER

ACCOUNT # SEQ# TR DATE TYPE PREVIOUS BALANCE TRAMT CURRENT BALANCE TO ACCOUNT # DESCRIPTION
2 06934 1/31/08 73 17196.92 3.72 17196.92 29-645 CLUB BENEFIT PAYMENT
3 04931 1/31/08 73 4482.57 .93 4482.57 30-645 CLUB BENEFIT PAYMENT
1 05897 1/31/08 73 17029.51 3.72 17029.51 192-610 CLUB BENEFIT PAYMENT
3 05630 1/31/08 73 13508.44 2.79 13508.44 324-645 CLUB BENEFIT PAYMENT
3 08358 1/31/08 73 8082.10 1.86 8082.10 331-610 CLUB BENEFIT PAYMENT
3 08911 1/31/08 73 24511.59 5.27 24511.59 361-630 CLUB BENEFIT PAYMENT
3 08912 1/31/08 73 2279.39 .62 2279.39 361-645 CLUB BENEFIT PAYMENT
3 03730 1/31/08 73 5929.75 1.24 5929.75 362-631 CLUB BENEFIT PAYMENT
3 04487 1/31/08 73 16245.10 3.41 16245.10 364-605 CLUB BENEFIT PAYMENT
3 06834 1/31/08 73 9557.73 2.17 9557.73 365-605 CLUB BENEFIT PAYMENT

```

```

1/31/08 22:57.44
RUN ON 1/31/08
CREDIT UNION
TLNBENC2 PAGE 1
User OPER

ACCOUNT # AMOUNT MESSAGE
6 *** ERROR *** 2.17 LOAN ACCT IS DELINQUENT B
7 *** ERROR *** 1.86 LOAN ACCT IS DELINQUENT B
14 *** ERROR *** 1.24 LOAN ACCT IS DELINQUENT B
19 *** ERROR *** 4.34 LOAN ACCT IS DELINQUENT B
19 *** ERROR *** 3.72 LOAN ACCT IS DELINQUENT B
2 *** ERROR *** .93 LOAN ACCT IS DELINQUENT B
2 *** ERROR *** 2.48 LOAN ACCT IS DELINQUENT B

```

## SPECIAL RATE BENEFIT CONSIDERATIONS

As noted on the previous pages, there are some important considerations to keep in mind when setting up rate benefits for your Marketing Club benefits. To review, be sure to consider the following before implementing your benefits program:

- Thoroughly investigate and clearly understand any TIS or Reg. Z disclosure issues that relate to these interactive calculations.
- In order for the General Ledger interface to work properly, contact a CU\*BASE Representative for assistance in setting up a benefit G/L account in your credit union's Master parameters.
- **Benefits are accrued to the member on a daily basis but are not posted against the benefit G/L account until they are actually paid.**
- Remember that benefits are paid only to active Club members; therefore, if on the day Club benefits are paid, the member is not at Active status in the Club, benefits will not be paid and the accrued benefit amount will be cleared. Benefits for shares and certificates are paid according to the same payment schedule used for regular dividends. Loan benefits are paid at the end of each month.
- For Share and Certificate accounts, benefit amounts can be maintained using **Account Information Update** (on the Update Functions 1 (MNUPDT) menu). For Loan accounts, use **Update Misc. Loan Information** (on the Update Functions 1 (MNUPDT) menu), and then choose *Club Benefits*.
- For loan rate benefits, benefits will be paid to the account just like a regular loan payment unless otherwise specified. Contact a CU\*BASE

representative if you wish to pay loan rate benefits to a share Dividend Application instead.

# ENROLLING CLUB MEMBERS

## “Work with Marketing Club Members” on the Marketing Functions (MNMKT) menu

### Screen 1

Session 0 CU\*BASE GOLD Edition - Club Membership Maintenance

File Edit Tools Help

### Club Membership Maintenance

Jump to Account #  Last name

Show only members of Club ID  Status  All  Active only  Closed only  Suspended only

Account #	Club ID	Name	Status	Maintenance Date
1	IDP	MEMBER, JOHN		Jun 26, 2013
1	PLT	MEMBER, JOHN		Feb 01, 2013
7	GLD	HOWARD		Feb 01, 2013
6	IDP	HOWARD		Apr 25, 2012
6	SIL	HOWARD		Feb 01, 2013
9	COL	HERMAN		Feb 16, 2011
0	COL	JAMES		Oct 25, 2011
7	PLT	CHARLES		Feb 01, 2013
1	IDP	HAROLD		Apr 25, 2012
1	PLT	HAROLD		Feb 01, 2013
2	COL	HENRY		Oct 15, 2010
5	GLD	NANCY		Feb 01, 2013
5	IDP	NANCY		Apr 25, 2012
6	IDP	CARL		Apr 25, 2012
6	PLT	CARL		Feb 01, 2013
8	IDP	WALTER		Apr 25, 2012
8	SIL	WALTER		Feb 01, 2013

Change     Delete     Display  
 Activate     Close     Suspend

Refresh  
Add Members  
Skip

FR (1769) 8/28/13

If a Member is added or deleted, or if search fields are used to scroll the list, use **Refresh (F5)** to display the most current list of Club members, sorted by

This is the first screen used to enroll a credit union member into a Marketing Club. It can also be used to reactivate a Club member who has been suspended because he or she no longer meets Club eligibility requirements. When a membership is closed, at the end of that month CU\*BASE will automatically purge that membership from any Marketing Clubs in which he or she is enrolled.

*For complete information about using this screen to work with existing club members, please refer to CU\*BASE GOLD Online Help. Click  link while working on this screen.*

To enroll a new member, use **Add Members (F6)**. The following screen will appear requesting a member’s account base and Club ID:

### Screen 2

Session 0 CU\*BASE GOLD Edition - Club Membership Maintenance

Account base  ADD

Club ID  

Skip

FR (1767)

Enter the member's account base and the three-character Club ID to indicate into which Club the member should be enrolled. Use Enter to proceed to the final screen.

### Screen 3

**CU\*TIP:** For a *Guaranteed Benefits* type club, this will default to *Never waive* and cannot be changed here, so that dues will be assessed properly on these special types of clubs.

Session 0 CU\*BASE GOLD Edition - ABC TESTING CREDIT UNION

File Edit Tools Help

## Club Membership Maintenance

CHANGE

Account # 1  
Club ID IDP Guaranteed  
Club name IDPROTECT

Members club status  Active  Closed  Suspended  
Waive club dues  Always waive  Waive first time only  Never waive  
Dues dividend application IP  
Anniversary date Apr 25, 2012 [MMDDYYYY]

Last maintained by [redacted] on Jun 26, 2013

**i** Marketing clubs can be set up to provide either "Qualified" or "Guaranteed" benefits. With a "Qualified" club (the most common type), a member must meet eligibility requirements of the club (if any) to remain active and receive the benefits. With a "Guaranteed" club, the member is charged dues only when eligibility requirements are not met, in order to guarantee benefits regardless of status.

Skip

← → ↑ || 🔗 **i** ? @ FR (1766) 8/28/13

This final screen is used to enroll the member into the Club, or to make changes to the parameters for an existing Club member. When done, use Enter to record the changes and return to the previous screen.

*For complete information about using this screen to work with existing club members, please refer to CU\*BASE GOLD Online Help. Click **i** link while working on this screen.*

# MEMBER INQUIRY

Members that are enrolled in one or more Marketing Clubs will show a special notation on Member Inquiry, Phone Operator, and Teller Processing screens. Here is an example of the regular Member Inquiry screen with the Participation and Configuration tab selected. The club that the member belongs to is noted here:

**Individual Account**

SSN/TIN \*\*\*-48-6311  
 Birthdate Mar 29, 1949

Name **JOHN G MEMBER**  
 Account # [REDACTED] Name ID ME Corp ID 01

PLATINUM member with 610 points! (click for more info)

Participation & Configuration

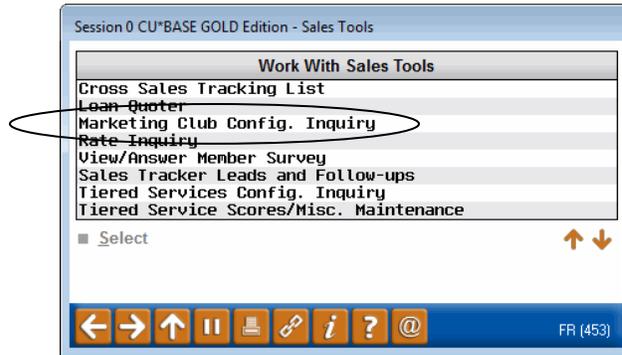
Household # 1623  
 Clubs IDP PLT  
 OTB DEBIT ATM

Type	Description	Loan Payoff/ Current Balance	Loan Payment/ Net Available	Next Payment/ Last Trans/ CD Maturity	IRA	P/R	ATM	AFT	FRZ	TRK	ACH	ODP	BOX	J/O
000	REGULAR SAVINGS	2,136.29	2,131.29	Sep 17, 2013	.	.	Y	.	0	Y	Y	.	.	.
038	ESCROW FANNIE M	0.00	0.00	0/00/00	.	.	.	.	0	.	.	.	.	.
039	FCU ESCROW	0.00	0.00	0/00/00	.	.	.	.	0	.	.	.	.	.
110	CHECKING	0.00	0.00	Aug 06, 2013	.	.	Y	Y	0	.	P	Y	.	.
111	CHECKING	0.00	0.00	0/00/00	.	.	.	.	0	.	.	.	.	.
645	SIGNATURE LOAN	2,445.95	423.42	Apr 15, 2013	.	.	.	Y	0	.	P	.	.	Y
705	FIX MORT 5 - 30	70,829.31	2,047.60	Apr 01, 2013	.	.	.	Y	0	Y	.	.	.	.
790	FANNIE MORTGAGE	92,008.02	3,137.92	Apr 01, 2013	.	.	.	.	0	.	.	.	.	.

If the member belongs to more than 3 clubs, an asterisk \* will appear.

If a member has been temporarily suspended from a club, Member Inquiry screens will not display the club name as usual. Once the member has been reactivated, the Club notation will reappear.

**CU\*TIP:** While working in Member Inquiry, Phone, or Teller screens, you can use the *Sales Tools* (F15) to look up club configuration information such as requirements and club benefits.



# PURGING CLUB MEMBERS

This feature is used to remove from the Club list an entire group of members, either those marked “Suspended” from the Club, or all members of the Club. For clubs where eligibility ceases after a certain time (such as when the member reaches a certain age) and members that are suspended will not be re-activated in the Club again, this feature can be used to periodically clean out unnecessary members from the Club list. It can also be used to clear out an entire Club if you wish to “start fresh” with a new group of Club members.

## “Purge Marketing Club Members” on the Marketing Functions (MNMRKT) menu

Session 0 CU\*BASE GOLD Edition - ABC TESTING CREDIT UNION  
File Edit Tools Help

### Marketing Club Membership Purge

Report Options      Response

Purge suspended memberships  
Club ID      GLD Optional

Purge active memberships

Job queue  
Copies 1  
Printer P1

**i** All club memberships with status C (closed) or P (fee not paid) will be purged from file CLUBMBR.

← → ↑ ↓ ⏏ ⏏ ? @      FR (1010) 4/22/13

- ◆ **To remove only members marked with a status of "C" (closed) or "P" (fee not paid)**, leave both checkboxes *unchecked* and enter the Club ID.
- ◆ **If you wish to also purge members that have been suspended from the club**, check the *Purge suspended memberships* box and enter the Club ID. (Closed and "fee not paid" members will also be purged.) For clubs where eligibility ceases after a certain time (such as when the member reaches a certain age) and members that are suspended will not be re-activated in the Club again, this method can be used periodically to clean out unnecessary members from the Club list.
- ◆ **If you wish to purge ALL members from the club**, check both the *Purge suspended memberships* and *Purge active memberships* boxes and enter the Club ID. This method would be helpful if you wish to retire a Club from use or start fresh with a new group of Club members.

Use Enter to begin the purge process. If purging closed/fee not paid and suspended members only, the purge will be completed and you will be returned to the menu. If the *Purge active memberships* box was checked, a

confirmation screen will appear. You must check the *Are you sure...* box on that screen in order to complete the purge of all club members.

The following report will be produced showing the members that were removed from the Club list:

11:07.11 03/15/00		CU*BASE TEST CREDIT UNION (WN)				PCLBPRG	PAGE	1
		MARKETING CLUB MEMBERSHIPS PURGED						
ACCOUNT #	CLUB ID	MEMBER NAME			REASON			
545057	KID	MEMBER	KATHRYN	J	MEMBERSHIP SUSPENDED			
545390	KID	AMEMBER	AUDRA	J	MEMBERSHIP SUSPENDED			

---

# AUTOMATED ENROLLMENT OF CLUB MEMBERS

Relationship Management, demographic groupings, and marketing to a member's needs are all concepts that are moving more and more credit unions to use the CU\*BASE Demographic Clubs programs. However, promoting the ease of joining a club can be a problem if each enrollment requires a special visit or a phone call to a member service representative. Depending on the club, an automated enrollment and a follow-up letter may better fit the situation.

The Automated Club Enrollment feature allows your credit union to make use of your existing member database and choose a group of members for club enrollment. By first defining key selection parameters, CU\*BASE can compile an enrollment file for processing. This file is then applied to the club enrollment procedure and the credit union is off to the races with a brand new relationship management tool.

## Step-By-Step Process

1. Configure a Marketing Club and define the basic parameters for the club, including fees and benefits.
2. Use the CU\*BASE Report Builder (Query) to create an inquiry that defines the selection criteria needed to choose members for club enrollment. **See Page 46 for details.**

*For example, to enroll eligible members into a Teen Savers club, the system could look at birth dates and identify all members ages 13 to 18.*

3. Run the Query to create a database file called **NCLBMBR**. This file will be used during the actual enrollment process to identify which members should be enrolled. **See Page 47 for details.**
4. Use **Auto-Enroll Marketing Club Mbrs** on the Marketing Functions (MNMRKT) menu to enroll all members found in the database file into the club. At this time you may choose how club fees should be handled for this group of members, as well. **See Page 48 for details.**

## PREPARING THE QUERY

**IMPORTANT:** These instructions require that you be thoroughly comfortable with creating and modifying Queries. See the “ReportBuilder / IBM Query (MNQUERY)” chapter in the Table of Contents of the CU\*BASE online help for complete information on using the Report Builder program.

1. Start by creating a Query which uses all of the CU\*BASE files necessary for selecting the members that should be enrolled in the Club.

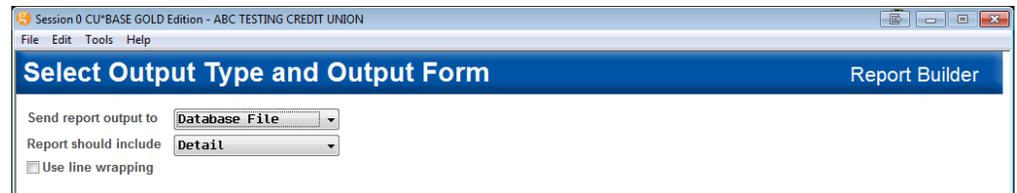
*For example, if the criteria for Club enrollment is members with checking accounts, you would need to include the MEMBER2 file that contains share draft/checking account data.*

2. Using *Choose fields*, choose the **ACCTBS** (Account Base) field. Other fields can be selected for reporting and verification purposes but are not necessary for this procedure.
3. Using *Choose records*, set up the selection criteria which will pull the group of records which should be enrolled in the Club.

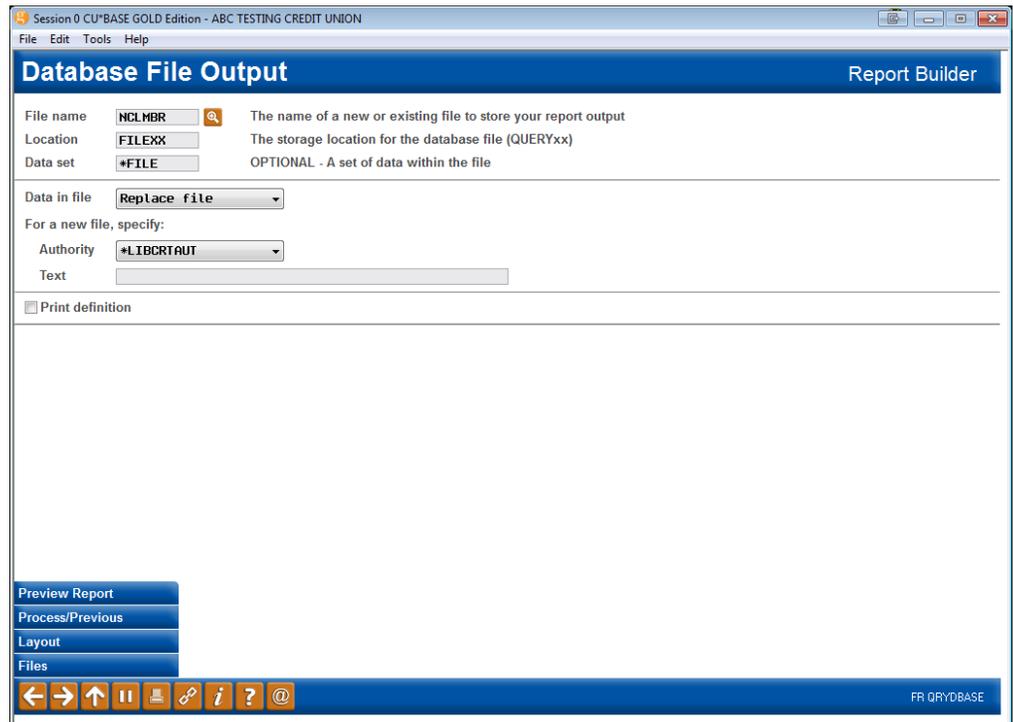
For example, if the enrollment is to be directed at all members that were 55 or older as of December 31, 1997, the selection criteria would be as follows:

BRTHYR      Less Than or Equal To      1942

4. Use *Choose output* to display the following screen:



5. In the first field, choose **Database file** (3). Use Enter to proceed to the next screen.



6. In the *File name* field, enter **NCLBMBR**.

*The Location field must read **FILExx**, where xx is your credit union's 2-character ID.*

7. In the *Data in file* field, choose **Replace file** (this will ensure that you can run this same Query again or another Query using this same file name in the future, without conflict).
8. Use Enter to record the changes.
9. Save and run the Query to generate the database file.

*HINT: Before running the Query, use the "Preview Report" (F5) to see a sample of the records the Query will produce, and make a note of the total number of records that will be selected. This will be helpful later when performing the auto-enrollment procedure, to be sure everything works correctly. This can also be matched against the report that is generated when enrollment is complete (see Page 49).*

## AUTO-ENROLLING CLUB MEMBERS

This screen is accessed via **Auto-Enroll Marketing Club Mbrs** on the Marketing Functions (MNMTRKT) menu.

**IMPORTANT:** *If you have not already created and run the Query as described on the preceding pages, you may receive an error message when attempting to access this command. If this happens, run the Query, then try again.*

Session 0 CU\*BASE GOLD Edition - ABC TESTING CREDIT UNION  
File Edit Tools Help

### Auto-Enroll Marketing Club Members

Club ID

Waive club fee  Always waive  Waive first time only  Never waive

Fee dividend application

Anniversery date  [MMDDYYYY]

Verification of Accounts Selected

Club enrollment file has selected	1 member accounts to print.
Club enrollment file created	Sep 11, 2013

Enroll Members

FR (1009) 9/11/13

This screen is used to take all of the members selected by the Query created earlier and enroll them into the designated Marketing Club. At the bottom of the screen is a verification section showing the number of members the system found in the NCLBMBR file. (This was the database file created by the Query, as described on Page 47.) Check this information against the number of accounts you found when running the Query, to ensure that the correct number of members will be enrolled.

All fields must be completed to define the Club into which the members should be enrolled, as well as the fee parameters for each member being enrolled.

*For complete information about using this screen to work with existing club members, please refer to CU\*BASE GOLD Online Help. Click  link while working on this screen.*

When ready, use Enter to confirm all entries. Then use **Enroll Members** (F5) to complete the enrollment process and return to the menu.

To check that the enrollment was completed properly, use **Work with Marketing Club Members** on the Marketing Functions (MNMTRKT) menu.

Be sure to use *Refresh* (F5) once that screen is displayed, so that the list will include all new enrolled members. See Page 39 for details.

## Report Sample

The following report will automatically be generated after the enrollment process is complete.

Acct. Base	Club ID	Fee Waiver	Div. Appl.	
382838	VIP	F	CK	
531401	VIP	F	CK	
583161	VIP	F	CK	
638498	VIP	F	CK	
640509	VIP	F	CK	
648446	VIP	F	CK	
5083747	VIP	F	CK	
5083747	VIP	F	CK	*** Already exists ***
TOTAL MEMBERS ADDED -		356		

*NOTE: Depending on the criteria used in the Query you created, the system may encounter duplicate members being enrolled into the Club. (For example, if the Query specifies members with checking accounts, some members may have more than one.) This will not cause a problem for the enrollment (the member will only be enrolled once), but you will see the message “\*\*\* **Already exists** \*\*\*” on the report to indicate the duplication. This will affect the total number of members added as compared to the number of records found when the Query was originally run.*