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# Statement Printing & Mailing Instructions

For Statements Processed by  
SAGE Direct, Inc.

## INTRODUCTION

The purpose of this booklet is to outline the monthly procedure required for processing member statements through CU\*Answers' statement processor, SAGE Direct, Inc.

Before the **10th** of each month, you will be required to update statement messages and issue mailing instructions. These instructions include how statements should be mailed and how inserts should be handled. This booklet explains how to complete this simple procedure.

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Revision date: September 22, 2011

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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# MONTHLY TASKS: STEP BY STEP

These steps should be completed no later than the 10th of each month. (This deadline is extended to the next business day if the 10th falls on a weekend or holiday.)

*IMPORTANT: Processing delay fees will be applied to your invoice if this information is not updated by the deadline. Please refer to the separate “Requirements for Member Statement Inserts” flyer for more details about how to avoid processing delay fees.*

1. On the CU\*BASE Member Communication menu (MNPRTC), choose Option 11, “Update Statement Message/Inserts.”
2. From the first screen (see Page 5), choose the appropriate statement format, either monthly or quarterly. The quarterly format will only be used at the end of each calendar quarter (March, June, September and December). Use Enter to proceed.
3. On the second screen (see Page 6), update the message to be printed on the statements. You may configure a general message which will appear on all statements, plus a separate message for new memberships and closed memberships that will print instead of the general messages for those special situations.

*HINT: Although you must complete the statement insert instructions no later than the 10th, you may adjust the statement messages on the second screen at any point until the statements are actually generated at month-end.*

4. On the third screen (see Page 7), indicate how statement inserts should be handled, and specify how completed statements should be mailed. Use Enter to complete the process.

## Pricing Note

CU\*BASE allows you to enter up to five total inserts per statement run. The first three inserts are at no extra cost. The fourth and fifth inserts are each charged a \$50.00 Extra Inserts Fee. (This does not apply to credit unions that use online credit cards, as inserts are already limited to 3 plus the payment return envelope.) Also remember that more inserts can mean higher postage rates for the *full* statement run for your credit union.

# RELATED REFERENCE MATERIALS

The following booklets that pertain to statement processing are available on our website ([http://www.cuanswers.com/client\\_reference.php](http://www.cuanswers.com/client_reference.php) under S):

- ◆ Requirements for Member Statement Inserts
- ◆ Statement Inserts Packaging & Labeling Instructions
- ◆ Selective Marketing via Printed Statements
- ◆ Statement Mail Groups: Archiving Statements Without Printing Them
- ◆ Statement Onsert Brochure (for information on statement onserts)
- ◆ Member Selected Statement Styles

## Market to Members with Onserts Directly on Their Statements

SAGE Direct currently also supports both onserts and selective statement onserts. Statement onserts are graphical advertisements that are included directly on the statement itself. This option has obvious advantages since onserts printed directly on a statement costs less than printing a traditional insert and mailing it along with the statement.

You have the option of printing selective statement onserts on selected member's statements or a default onsert. (A default onsert is either printed on all statements or, if selective onserts are used, on the statements without the selective statement onsert). In both cases you will work directly with the SAGE Direct Onsert Administration site for the administration of the graphic. You will not need to use CU\*BASE when using a default onsert on member's statements. If you are interested in placing a "selective" statement onsert on only some of your members' statements, then you will need to use CU\*BASE to create the database file and use SAGE Direct's administrative site.

Use a statement onsert to advertise directly in your member's statement.

The screenshot shows a 'Statement of Account' for Focus Credit Union. At the top left is the Focus Credit Union logo and address: 1487 N 1432 Main Street, Monticello, WA 99025, Ph: (509) 255-0253. The account number is 4475 and the member ID is 10000000000000000000. The statement period is from 3/1/10 to 3/31/10. A prominent advertisement onsert is placed over the middle of the statement, titled 'Debit Card Changes Coming Soon! Do you know your options?'. Below the advertisement, the statement details include:

**MEMBERSHIP SUMMARY INFORMATION FOR MEMBER P. 3913999 AS OF 3/31/10**

YOU ENJOY THE BENEFITS OF OUR PRODUCTS. YOUR BEST PLAN, OUR PROMISE. ASK HOW TO TAKE ADVANTAGE OF OUR PRODUCTS AND BENEFITS TO EARN GREAT REWARDS.

Account	Description	Limit	Trans.	Balance
1000	REGULAR SAVINGS	10,000.00	1,700.00	8,300.00
1000	LINE OF CREDIT	1,000.00	0.00	0.00

**YOUR REGULAR SAVINGS**

DATE	TRANSACTION TYPE	AMOUNT	TRANSACTION	INTEREST	SAVINGS	INTEREST
3/1/10	Beginning Balance				8,300.00	
3/1/10	REGULAR DEPOSIT	38			8,338.00	
3/31/10	Ending Balance				8,376.00	

**YOUR LINE OF CREDIT (\*)**

DATE	TRANSACTION TYPE	AMOUNT	TRANSACTION	PAYMENT	SAVINGS	INTEREST
3/1/10	Beginning Balance				0.00	
3/24/10	LOAN DISBURSEMENT	360.00			4,060.00	
3/28/10	LOAN PAYMENT	20		181.00	3,879.00	82.38
3/28/10	LOAN PAYMENT	20		171.16	3,707.84	87.38
3/31/10	Ending Balance				3,536.84	179.76

## Increase the Value of Your Members Most Basic Communication

Use Statement Styles to drive greater e-Statement enrollment at your credit union!

Traditionally members have selected between e-statements and paper statements with no real pricing variations to consider, other than some indirect pricing. The new Member Selected Statement Styles will drive the idea of *statements having value* by adding the ability for the member to choose a personal paper option, as well as the concept of “paper statements for a fee” (with e-Statement eventually maybe becoming the only free option).

Credit unions can begin by introducing the new statement designs (for example the Large Print design) and not charge for their regular statement. From this foundation they can expand to charge for all paper statements, driving members to the free e-Statement option.

**Member Selected Printed Statement Styles**

Increasing Value of Your Member's Most Basic Communication

**INTRODUCTION**

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Credit unions can begin by introducing the new statement designs (for example the Large Print design), from the foundation that can expand to a “for pay” paper statement program.

The Printed Statement Style Configurations allow credit unions to select the statement styles they offer, which can be selected online by members, and to assign a fee to each style (with standard age/balance and Tiered Service member exceptions).

For an updated copy of this bulletin, check out the Reference Materials page of our website: <http://www.creditunion.org/press-releases>  
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# STATEMENT MESSAGES/INSERTING MAINTENANCE

MNPRTC #11 "Update Member Statement Message" - Screen 1



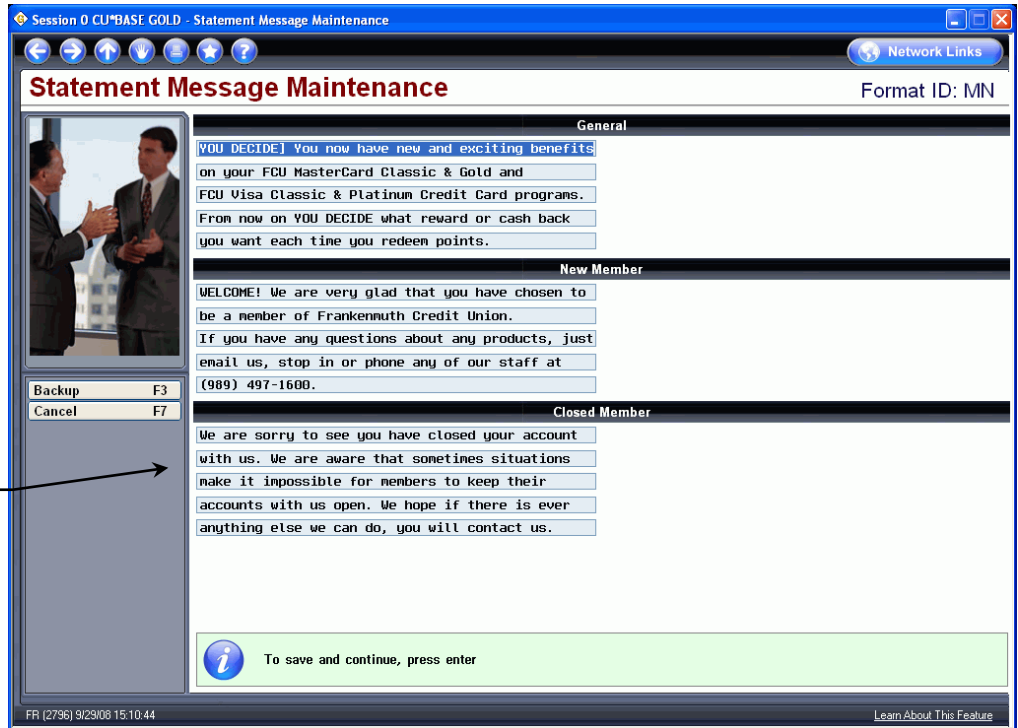
This first screen is used to select which statement format will be updated. The quarterly format (QT) is used only for statement mailings in March, June, September and December, and the monthly format (MN) is used for all other months.

*The Credit Card format (CM) is used only by credit unions that use CU\*BASE online credit card processing. Refer to the separate booklet, "Online Credit Cards: User Guide" for special instructions on setting up your monthly credit card statement.*

Enter the format for the statement to be maintained and use Enter to proceed to the second screen.

# STATEMENT MESSAGE MAINTENANCE

Screen 2



These messages will replace the General message for new or closed memberships.

This second screen is used to update the messages which will appear printed on member statements. This is a very valuable opportunity to communicate important information to your members, such as upcoming events, special offers, hours and locations updates, etc. For these messages to be most effective, we recommend they be updated for every statement mailing.

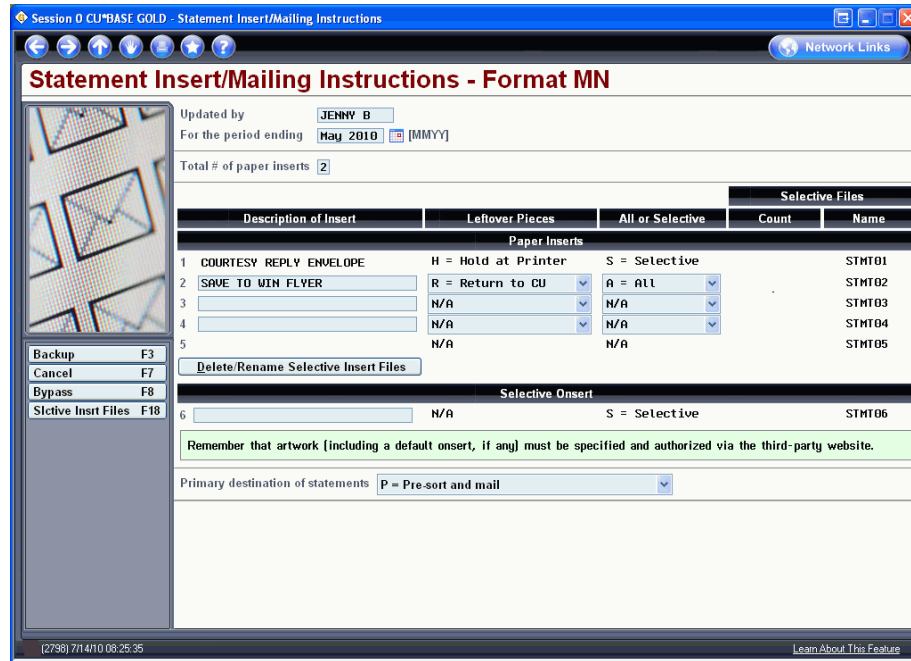
When done entering or updating the messages, use Enter to save the changes and proceed to the third screen.

## Field Descriptions

<i>Field Name</i>	<i>Description</i>
General	This message will appear on statements for all existing memberships, exactly as it appears on this screen.
New Member	This message will <u>replace</u> the general message on memberships that were opened during the current statement period.
Closed Member	This message will <u>replace</u> the general message on memberships that were closed during the current statement period.

# STATEMENT INSERT/MAILING INSTRUCTIONS

Screen 3



This final screen is used to specify how statement inserts should be handled, as well as to issue final instructions for the statement mailing. This screen is very important as it determines exactly how your statements will be handled.

**IMPORTANT:** *There are strict guidelines as to how inserts must be printed and delivered to SAGE Direct in order to work with automated processing equipment. Refer to the separate “Requirements for Member Statement Inserts” document for details.*

Complete all fields (see the descriptions below) and use Enter to save changes and return to the first screen.

### Field Descriptions

Field Name	Description
Updated by	Enter your name or initials to indicate who made the changes on this screen. CU*Answers will use this field as a reference should there be any questions about your statements.
For the period ending	Enter the month and year for which these instructions apply, such as July 2006 for your July statements.
Total number of paper inserts	Enter the total number of extra items (page inserts only – not including onserts) which will be inserted into the envelope

<i>Field Name</i>	<i>Description</i>
	along with the statement. This number must match the number of descriptions entered into the <i>Description of Insert</i> field below.
Description of Insert	<p>For each insert, enter a brief description. The number of descriptions must match the number entered in the <i>Total number of inserts</i> field above.</p> <p>For example, if you are including a promotional piece for new car loans, enter “CAR LOAN PROMO” or something similar. If the inserts are printed on different colored paper, the color is helpful, too.</p> <p>NOTE: If <b>online credit card</b> statements are also generated for your credit union, insert #1 is automatically forced to be COURTESY REPLY ENVELOPE (for the payment return envelope). Also, the slot for Insert #5 will be blocked as this would produce too much weight and bulk in the statement mailing. Refer to the “Credit Cards: User Guide” booklet for more information.</p>
Leftover Pieces	<p>This field is used to indicate what you would like done with any leftover inserts.</p> <p><b>D</b> Discard any extra copies.</p> <p><b>R</b> Return all extra copies to your credit union.</p> <p><b>H</b> Hold all extra copies at the printer to be used in a future statement mailing.</p> <p>IMPORTANT: Use “H” <u>only</u> if prior arrangements have been made with the statement processor to warehouse these inserts.</p>
A(ll) or S(elective)	<p>Enter one of the following to indicate the type of insert:</p> <p><b>A</b> All - This insert will be sent with every member statement.</p> <p><b>S</b> Selective - This insert will be sent only to the members in the associated STMT0x file. <b>See the booklet, “Selective Inserts for Member Statements” for more information.</b></p>
SELECTIVE FILES Current Count	<p>This column shows the current number of accounts found in the STMT0x file that is associated with each insert line.</p> <p>If an amount is shown here, you must also enter an “S” in the <i>All Stmts or Selective</i> column.</p>
SELECTIVE FILES File Name	<p>This column shows the selective insert database file name that is associated with each line, to help you verify that the correct database file has been created for selective inserts.</p>
Selective Onsert Section	<p>CU*BASE allows for the printing of selected statement onserts, graphical advertising directly in members’ statements. For directions on how to use selective onsert section, refer to the “Selective Marketing via Printed Statements” booklet posted on the CU*BASE Reference Page under “S.” (For selective statement onserts you will need to work directly with SAGE Direct to use their onsert website for the administration of the onsert.)</p>
Primary destination	<p>This field is used to indicate how the statements should be</p>

<i>Field Name</i>	<i>Description</i>
of statements	<p>handled once they have been printed:</p> <p><b>Pre-sort and mail</b> - The statement processor will proceed with pre-sorting and mailing all statements and inserts directly to your members.</p> <p><b>CU*Answers will process per instructions</b> - Statements will be delivered to CU*Answers to be processed according to your original instructions. (Please contact CU*Answers if these instructions change.)</p> <p><b>Fold only, return to CU</b> - Statements will be printed, folded and delivered to the credit union.</p> <p><b>Fold, insert, seal, do not meter</b> - Statements will be printed, folded, inserted into the envelope along with all appropriate inserts, sealed, and returned to the credit union with no postage affixed.</p> <p><b>Fold, insert, do not seal or meter</b> - Statements will be printed, folded, inserted into the envelope along with all appropriate inserts, and returned unsealed to the credit union with no postage affixed.</p>

### Handling of Statement Onserts, Selective Statement Onserts, and Selective Statement Inserts

This screen is also used for insertion of selective statement inserts, which allows you to mail your insert to selected members. For example, you may want to target your members with a home equity loan. This screen allows you to manage a selective statement onsert (a graphical marketing message within the statement itself). For directions on how to use selective printed statement features, refer to the “Selective Marketing via Printed Statements” booklet posted on the CU\*BASE Reference Page under “S.” (For selective statement onserts you will also need to work directly with SAGE Direct to use their onsert website for the administration of the onsert.)

NOTE: You do not need to use CU\*BASE if you wish to use a **default** onsert (an onsert that will be printed on all statements, or on statements without a selective statement onsert if one is used). In this case you will only need to work directly with SAGE Direct and its onsert administration site.