

MemberSafe Email Campaign

Email Marketing | Content Development | Campaign Communications

Project Overview

During my RBFCU marketing internship, I worked on content for an August MemberSafe email campaign. The campaign was created for members without MemberSafe and was designed to support product deepening/utilization through educational, informative messaging. The finished email was produced and sent to its intended member audience.

My Contribution

My work on the content document included shaping the email's messaging structure and creative direction, including the headline, subject line, preheader, benefit-focused copy, call to action and supporting content. The development document also accounted for required disclosures and enrollment information before the campaign moved into its final email format.

Campaign Approach

Audience: Members without MemberSafe

Objective: Deepening / utilization

Tone: Educational and informative

Channel: Email

Core message: Present MemberSafe as an added layer of protection and explain key benefits in an accessible, member-focused way.

From Content to Final

The following pages show the development document first, followed by the finished member-facing email. Internal routing identifiers and employee contact information have been removed from this public portfolio version.

Portfolio note: This case study is presented to demonstrate my marketing communications work. RBFCU and MemberSafe branding remains the property of its respective owner.

Project Description:

Scope of the Project?

Email to promote MemberSafe

Who is the intended audience? If intended for multiple audiences/segmented pieces, please indicate the audience demographics for each.

Members without MemberSafe

What's the objective? (i.e. Acquisition, utilization, product deepening)

Deepening/utilization

Mood/aesthetics for design? (i.e. fun, serious, time of year)

Educational and informative

Project Type:

Media - Digital (social media/web/video), Print, Billboard

Digital - email

Specifications:

Dimensions in W x H in pixels, inches whichever applies, file format(s), bleeds (for print), page count (for print)

Standard email header 600x300

Examples/References:

If based on an existing piece please provide file, file name or link to file.

Arrange everyday essentials neatly on a desk or table (Make sure to leave space). Add subtle blue accents or protective outline to reinforce the MemberSafe theme while keeping the design clean and uncluttered. Place the headline within the open space so it's the focal point. (No Apple logos present on image)

[Flat Lay Of Different Apple Products On A Grey Background High-Res Stock Photo - Getty Images](#)

Image:

Headline to include on image:

Peace of Mind Starts Here

[MemberSafe logo]

[RBFCU Logo]

Subject: Protect Your Identity with MemberSafe

Preheader: Extra protection starts here.

Email Content:

Body Copy – Based on the type and size of the ad(s), please provide the appropriate length of copy. If there are multiple sizes, please provide the length of copy appropriate for each size and indicate which ad size to use.

<first name>

Your personal information is the key to your financial well-being. That's why MemberSafe® provides a comprehensive identify theft coverage program, fraud recovery support and helpful tools designed to give you added peace of mind¹.

See how MemberSafe can help you stay alerted and protected.



**Fully Managed Identity Theft
Resolution Services**

Dedicated support to resolve any issues

For only **\$5.95 a month**, enjoy these great benefits:



**Identity theft expense
reimbursement²**

Coverage up to \$10,000 available



Timely Alerts

Receive free text and email alerts about changes to your credit history



In-Depth Credit File Monitoring

Stay ahead of potential threats with proactive monitoring

Make Cell Phone a separate call out box:



Cellphone Protection³

Includes up to \$400 of replacement or repair costs if your cellphone is stolen or damaged when you pay your bill through any [RBFCU Really Free Checking](#), [Savings](#) or [Credit Card](#)

Ready to add a layer of protection?

CTA – [Enroll in MemberSafe Today!](#)

How to enroll in MemberSafe:



Web

1. Sign into your Online Banking account at rbfcu.org
2. Navigate to "View Services"
3. Click "Identity Protection" under the "Settings" header, make your MemberSafe coverage selection



The RBFCU Mobile® App

1. Sign into the mobile app with your banking credentials
2. Tap the + button on the bottom menu, then "View Services," and finally "Identity Protection"
3. From there you'll be able to make your MemberSafe coverage selection

You can also enroll by [visiting one of our branches](#) or contacting us at [210-945-3300](tel:210-945-3300).

Disclosures:

Our goal is to be a compliant company. Please provide the appropriate disclosure and review to ensure that the disclosures are relevant and accurate.

¹Registration/activation required.

²Special Program Notes: The descriptions herein are summaries only and do not include all terms, conditions and exclusions of the benefits described. Refer to the actual Guide to Benefits and/or the certificate of insurance for complete details of coverage and exclusions. Coverage is provided through the company named in the Guide to Benefits and/or the certificate of insurance.

³Cellular telephone bill must be paid through any RBFCU Checking, Savings or Credit Card account.

Insurance products are not deposits; not NCUA insured; not an obligation of Randolph-Brooks Federal Credit Union (RBFCU); and not guaranteed by RBFCU or any affiliated entity.

RBFCU does not charge a fee for the RBFCU Mobile app, but you may be charged for data by your mobile wireless provider.

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Final Sent Email

The content and creative direction progressed into the finished MemberSafe marketing email shown on the following pages.



Ymani,

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Resolution Services**

Dedicated support to resolve any issues



**Identity Theft Expense
Reimbursement²**

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In-Depth Credit File Monitoring

Stay ahead of potential threats with proactive monitoring



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TERMS & CONDITIONS

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¹Benefits are available to personal checking account owner(s), their joint account owners and their eligible family members subject to the terms and conditions for the applicable benefits.

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You received this email because you are an RBFCU member.

UNSUBSCRIBE