



Staff wearing their MakeCents shirts with pride. You'll see these every Wednesday at NUFCU.

## Visa Debit and Credit Card Conversion - June 5

Over the past year your credit union has been researching card processors that can support us so that we can provide you with the best service. We selected FISERV Card Services and will convert our processing to them on June 5.

Members have been requesting contactless cards or as some call "tap and pay cards". We are excited to announce that with this conversion to our new card processor we will now have this feature. Cards issued after June 5 will be programmed to be contactless and will have the contactless icon as shown here. ))) Watch for emails coming out after the June 5th conversion for your opportunity to receive a contactless card prior to your reissue date.

Coming this fall we will also have Apple Pay, Google Pay and Samsung Pay available. We will make an announcement when these products are live.

With this switch to a new processor we will also be issuing new card designs. We will not be going through a mass reissue. Members will receive these new cards at the

time of reissue or if requested.

The cards below are representations of the cards that we will be producing. We think you will enjoy the new and improved designs with special finishes. And we hope you will be proud to carry them in your wallet.

Another exciting feature of our conversion will be integrated card controls. Today to use card controls you have to log into a separate app. After conversion the card controls will be part of our online and mobile banking experience. The Card Hub will allow you to monitor your debit and credit card usage, set up preferences on how your cards can be used, set up transaction alerts and turn on and off your cards for fraud protection.

We look forward to providing members with an upgraded debit and credit card experience this summer.



## PRESIDENT'S CORNER

Each quarter visit the President's Corner to find out the latest credit union news. President Keith Kauffeld will provide information he feels is relevant to the credit union membership.

### Credit Unions: People Helping People

As we move forward in our journey as a financial institution, I would like to take a moment to reflect on our core values of trust and people helping people.

At the heart of our credit union is the trust that our members place in us. It is essential we continue to prioritize transparency, honesty, and integrity in all that we do. As your financial partner, we understand the importance of your hard-earned money, and we strive to ensure your funds are secure and well managed. We take pride in our reputation for excellence in member service, and we are committed to earning and maintaining your trust every day.

People helping people is another critical value defining our credit union. From the earliest days of the credit union movement, the principle of people helping people has been at the forefront of our mission. We are democratically owned and controlled and are dedicated to helping our members achieve their financial goals, whether that means providing affordable loans, helping them build their credit, or offering advice on budgeting and saving. Our success as a credit union is tied directly to the success of our members, and we are proud to be a part of your financial journey.

All members are important to us—those with little wealth and those with much; those with few life experiences and those with many. We are your financial friend and we exist exclusively for you. As a credit union we have no outside stockholders. You are our owners, and we are stewards of your funds.

# FREE Shred Day 2023

Saturday, June 10

9:00 - 11:00 a.m.

East Branch - Lincoln

301 N 52nd Street

Bring any documents that contain personal and private information. Shredding Solutions will be onsite with their mobile truck.



#### Will You Be Ready? - May 4

The seminar will take place on Zoom and start at 12:00 noon.

Attorney, Jennifer Tricker, will cover:

- Estate planning
- Probate
- Trusts vs. Wills

Kindly rsvp by calling 402-472-2087 or online at [nufcu.org/seminars](https://nufcu.org/seminars). The link for the Zoom presentation will be emailed to all registered participants about a week before the seminar.

## SIMPLIFY & SAVE

With a Low-rate Visa® Credit Card

Relax and give yourself a break! Save time and money when you pay off your high rate credit cards with a University of Nebraska FCU Visa credit card. With an interest rate that is less than half of the national average, the savings can really add up. Apply today at [nufcu.org/nufcu-visa-credit-card](https://nufcu.org/nufcu-visa-credit-card).



SPRING 2023

# MakeCents Campaign Kicks Off with Constant Tiny Happiness Upgrades.

The MakeCents checking account upgrade was announced to members in October 2022. Since then the credit union has given back to members over \$11,000, and we are happy to be doing this.

Our goal with the upgraded MakeCents checking account is to grow our membership. We have great products, great staff and we want more people to know about it. We want more people to join our cooperative. With that in mind we've launched our first checking account promotion in over 10 years.

The target market for this campaign is individuals ages 21 to 32. Using market research and listening to the needs of the people in this age group during a focus group we worked with a local advertising agency to determine just the right messaging. Below is the narrative for our messaging.

We understand that life can be stressful. Long hours at work. Projects to complete. Deadlines and more deadlines. So self-care is important. You've got to be kind to yourself. You've got to find ways to give yourself a little boost every day.

The University of Nebraska Federal Credit Union has the answer for you – with some real payback. The

MakeCents debit card and checking account. Every single time you use your MakeCents card, you get five cents back.

Use it, get paid. Use it, get paid. Five cents every time. Think of it as constant tiny doses of self-esteem. Constant tiny happiness upgrades.

We hope you enjoy our new campaign. Please tell your friends, family and co-workers about the University of Nebraska Federal Credit Union and how we are paying you back for things you buy every day...because that just MakesCents.







# STOMPING OUT HIGHER INTEREST RATES

Visit [nufcu.org](http://nufcu.org) to learn how we are stomping out high interest rates with our **HELOC** promotion.



## University of **Nebraska** FEDERAL CREDIT UNION

1720 P Street, Lincoln, NE 68508

### Lincoln

1720 P Street  
301 N 52nd Street

Lobby Hours:  
8:30-5:00 Monday - Friday

Drive up:  
8:30-5:00 Monday - Friday  
9:00 -12:00 noon Saturday (East Only)

### Kearney

208 W. 29th Street, Ste. C

Lobby Hours:  
9:00-5:00 Monday - Friday

Drive up:  
8:00-5:00 Monday - Thursday  
8:00-5:30 Friday

## Events & Seminars

### Annual Meeting

Tuesday, April 11 | 6:00 p.m.  
East Campus Union - Great Plains Room

### Free Shred Day

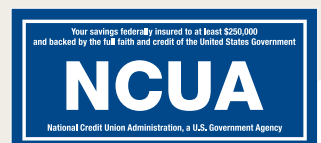
Saturday, June 10 | 9:00 a.m. - 11:00 a.m.  
Lincoln East Branch

## Closed Holidays

Monday, May 29, 2023  
Memorial Day

Monday, June 19, 2023  
Juneteenth

Tuesday, July 4, 2023  
Independence Day



find us online at [www.nufcu.org](http://www.nufcu.org) or follow us on

