

Promote Your Card Program with Custom Marketing Tools

With Campus Banking from U.S. Bank, you can offer students and employees enhanced card functionality and increased convenience. We offer your campus premier marketing tools to help you promote your entire card program including the new banking functionality. All materials are customized using your campus ID card artwork, school logo, and custom website address!

ID Card Design

U.S. Bank has a dedicated marketing and graphic design team specifically focused on our Campus relationships. These individuals can create and present multiple options for the future look of your ID card.



Offer students and employees **enhanced card functionality** and **increased convenience.**

On-Campus Tabling Events

U.S. Bank makes it convenient for students and employees to sign up for checking accounts and to activate the banking portion of their ID card. To offer your campus the best service possible, we have dedicated representatives available to hold enrollment events, answer questions, and more.

Brochures

A custom brochure provides comprehensive information about how students and employees can use their ID on and off campus. Brochures can be used at tabling events and made available inside your card office.



Posters

Use these eye-catching posters to get the word out about your card program and its new banking functionality.

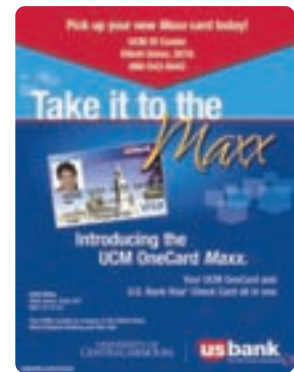


Flyers

Whether placed inside a student's mailbox or posted on bulletin boards throughout campus, flyers are an inexpensive way to promote your card.

Table Tents

If we've learned anything, it's to take advantage of a captive audience. Place these materials on tables at the dining halls, student union, and anywhere else students may linger.



Advertisements

Ads make a big splash for kicking off re-carding campaigns or for general promotional purposes.

Letters

One of the best ways to inform students about the new banking functionality is to send a letter to parents and students. We've found that sending a letter prior to freshman orientation significantly increases awareness and participation in the banking program.



Emails

Students rely on electronic media for everything from getting news to socializing with friends. Using email or other electronic means to communicate the new features on your ID card or promote upcoming carding events is one more way to keep your students informed.

Customized Websites

U.S. Bank will customize a website for your school that will provide information on account offerings, branch and ATM locations, as well as educational tools. Students can also apply for their U.S. Bank student checking accounts online.

