

2026 PLANNER PROFILES

# Banks & Credit Unions



## Grow Your Business WITH TOWN PLANNER

The essential elements of successful marketing are **branding, visibility and shelf life**. Town Planner provides these vital marketing ingredients in a program that is attractive, affordable and effective.

**Branding.** The first stage of branding is the point at which your name and reputation begins to become imprinted in the public's mind. Achieving top of mind awareness means consumers will think of your business first, instead of your competitors. A strong brand is invaluable as the battle for customers intensifies day by day. A daily presence in front of local residents will more quickly build your "personal identity" in the community.

**Visibility and Shelf Life.** Businesses throughout the country are leveraging the value of being "on display, everyday." Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community information that the families in your market want. Surveys by independent marketing research firms, such as Vera-Fast, show that on average better than 2 out of 3 families that receive a Town Planner Calendar hang it up in their homes and use it on a regular basis all year long.

Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also learned to trust the businesses that support this valuable community resource and that's a great position for you to enhance your name brand and build your business.

**"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."**

*Laura Lake, Branding Basics*

**"A brand is a story... that is always being told."**

*Scott Bedbury, A Brand World*



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The promotion rate will be applied to memberships opened between 12/1/2025 and 12/31/2026. The 3-month introductory period begins the month the membership is opened and ends on the last calendar day of the 4th month. During the introductory period, Level 1 will earn 4.00% APY and Level 2 will earn 8.00% APY. After the introductory period, balances up to \$15,000 will earn the state higher rate and the portion of the balance over \$15,000 will earn the stated lower rate. See rate sheet or [bcu.org/Legal/Rates](http://bcu.org/Legal/Rates) for current rates. Rates are accurate as of 12/1/2025. PowerPlus<sup>™</sup> Checking is available as a personal account only and is limited to one account per member. To earn monthly dividends and reimbursements of other banks' ATM surcharge fees up to \$20.00 per month, your account must meet all three of these requirements to qualify for Level 1 or Level 2. Please note, Level 1 ATM surcharge fees are covered up to \$10.00 per month and Level 2 ATM surcharge fees are covered up to \$20.00 per month For complete details see the Product Feature, Service Charge and Fee Disclosure in the Consumer Member Service Agreement. PowerPlus<sup>™</sup> Checking is a trademark of BCU.

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Feature Photo

# Banks-Credit Unions



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