



# MRP Coordinator Guide

## ROLE & RESPONSIBILITIES

As the MRP Coordinator, you play a critical part in the success of the MRP.

- You are the champion for the MRP. You will educate branch staff on how the program works and encourage them to promote the program to moving members.
- You will receive email communications from Central 1 Marketing about updates, contests or news regarding the MRP. In turn, you will need to communicate this news to branch staff.
- You will receive notification emails from the Central Portal System (CPS) to let you know when a referral has been sent to your credit union or branch. It is your responsibility to follow up with the referring credit union and set up an appointment with the referred member, or delegate a staff member to complete the follow-up process.
- You will be contacted by Central 1 Marketing to verify if referrals sent to your branch have been processed successfully.
- You will contact Central 1 Marketing when there are changes to credit union or branch contact information.
- You will ensure that appropriate staff members have access to the MRP online via the CPS by contacting your credit union or branch Security Officer.

## TOOLS & RESOURCES

- MRP Website ([central1marketing.com/MRP](http://central1marketing.com/MRP)) – this handy tool includes a detailed FAQ, important links, and downloads for forms and resources.
- Central 1 Marketing Department – responsible for managing the MRP in BC and Ontario, we welcome your feedback and questions. Simply email us at [MRP@central1.com](mailto:MRP@central1.com).

## RATIONALE FOR THE MRP

Once members move, they're often lost from the credit union system for good. In fact, studies have shown that 82% of bank customers and only 37% of credit union members stayed with their original type of institution when they moved. This translates into a significant number of lost opportunities and dollars.

Why are the numbers so low with credit unions? Two reasons:

- Banks have the advantage of using the same data processing system anywhere in the country, making it easy to transfer accounts.
- Banks have stronger brand awareness. A bank uses the same brand identity across Canada, while credit unions display different brands.

It's common knowledge that attracting new members is considerably harder and more expensive than retaining current ones. Doesn't the MRP make perfect sense? It enables us to be more competitive with banks and increases membership retention within the credit union system across Canada.

## BENEFITS OF THE MRP

- **For your members** – provide your members with a seamless and easy service to transfer their finances. Take care of this hassle to make their stressful moving process one step easier.
- **For your credit union** – increase your membership effortlessly, as being part of the MRP means that credit unions across Canada can refer their moving members to your credit union.
- **For the credit union system** – enjoy the benefits of cooperation, the principle on which credit unions were founded. The MRP means that less credit union members are lost to banks and other financial institutions when they move.