

## Case Study Debit Card Round Up



### Round Up Pumps Up Debit Card Usage

Landmark Credit Union has been promoting Sharetec's Debit Card Round Up Program, or as they call it, "**Round Up**" savings, to members for many years and use the term "**throwing your loose change in a jar**" to increase enrollment.

Promoting it through posters and on their website, they also offer members the option to sign up by simply selecting the benefit through their debit card application. Anna Melecosky, Vice President of Landmark Credit Union, remarks, "We have a simple statement on our debit card application that allows our members to select the program when applying for a new debit card. This gives us the opportunity to cross-sell this option to our members, offering them complete control of their money that is being transferred to the account."

Anna continues, "With about **16% of our Share Draft accounts currently enrolled** in our Round Up program, members are amazed how quickly their account grows just by using their debit card for purchases." Landmark's membership as a whole uses their debit cards more than any other form of payment. "It's fantastic."

With Sharetec's Debit Card Round Up program, members can increase their savings with each debit transaction they make. When a purchase is made, their transaction will be rounded to the nearest dollar and the difference is added to their savings account. Matt Isger, Regional Director for Sharetec, comments, "Members can save without having to do anything. They can sit back and watch their bank account grow. It's simple and easy, exactly what members want."



#### About

Originally chartered in 1935, Landmark Credit Union is located in Danville, IL. Currently serving over 10,000 members in and around Danville, they have over \$115 million in assets.

#### Problem

Landmark CU wanted to offer their members more ways to save.

#### Solution

Landmark CU cross-sells Debit Card Round Up Program to members to increase Share Draft Account Enrollment.

#### Benefits

- Keeps CU Top of Mind
- Satisfied Members
- Convenient & Easy for Members to Save Money
- Encourages Debit Card Transactions