myPSFCU

Business Advocate Program

Helping local businesses in our community since 1936.

Why myPSFCU?

- Established since 1936. In 2009, Vernon Commerce Federal Credit Union was acquired and continues to operate as a division of myPSFCU.
- Over 11,000 members and over 7,000 active email subscribers.
- 45% average email open rate.
- 900+ Likes on Facebook.
- 520+ Followers on Instagram.
- Average of 2,000 members going in branch monthly, including Vernon branch.
- Create a more personalized connection with local members.

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What we offer

With the myPSFCU Business Advocate Program, you get access to our in-branch and online marketing channels.

In-Branch	Digital
• myPSFCU Feature Board • Teller Brochures • Member Corners • Employee Lounge	• Social Media • Email Blast • Mya Textbot • Quarterly Newsletter

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What we offer

We also have business checking accounts & other products and services specially catered to your business needs!

- myPSFCU Business Checking Account
- myPSFCU Business Savings Account
- Business Lending with Bravos Capital
- Credit card processor services with Chosen Payments

To learn more: https://mypsfcu.org/business-accounts/

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What you can do

As a myPSFCU business advocate, you will get an Advocate Kit which includes promotional materials and freebies such as stickers, flyers, etc. Also part of this partnership is offering promotions/discounts to myPSFCU members. Below are some ideas!

Marketing Ideas

- Offer a free drink if they use a myPSFCU debit/credit card.
- Give discounts (such as a $5 off total bill) for myPSFCU members.
- Buy 1 Get 1 Promos.
- A business freebie.

Note: your offers are not required to be solely exclusive to myPSFCU members.

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The Process

1. If you are planning to post myPSFCU-related content on social media, send an email, print flyers, or any other marketing comms, send your marketing promotion to marketing@mypsfcu.org for approval. We will be checking for compliance issues such as copyright infringement, myPSFCU branding, NCUA-related issues, etc.
2. Send us photos of your business (outside and inside look, food/drinks, etc.) and any additional details you want to include (your promotions, discounts, etc.). We advertise your business on our in-branch and digital channels.
3. (Optional) If you want our members to get coupons/flyers of your business, drop them off at our Pasadena/Vernon branch.

We look forward to working with you!

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Pasadena, CA 91107

Vernon
2529 S. Santa Fe Ave.
Vernon, CA 90058

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Banking for You