



# THE PELICAN POST

April 2019 Member Newsletter



## **SURPRISE-We're Giving You 5!**

Pelican has the best members in the state, hands-down! That's why we're giving you 5. Now instead of earning up to 4.01% APY on a Kasasa Cash checking account, you'll earn up to 5.01% APY\* if you meet the simple monthly qualifications.

To celebrate, we're giving away \$501 on our Facebook page and you could win!

**GIVE ME 5!**



## Scholarship Winners to be Announced on Facebook!

Did you or someone you know apply for [Pelican's Scholarship Award Program](#)? It's almost time to find out which college-bound Pelican scholars will receive \$1,000 to help cover tuition, textbooks, meal plans, and much more!

The announcement will be made at Pelican's Annual Meeting on Wednesday, April 24, and will be streamed to our [official Facebook page](#) on Thursday, April 25.

GET READY TO MEET THE WINNERS



## Transfer Balances to Your Pelican Visa!

Did you know that you can transfer balances from other creditors to your Pelican credit card?\* It's as easy as taking a photo of your creditor's statement in PelicanMobile or completing a form on our website!

TRANSFER YOUR BALANCE



## St. Landry Branch Grand Opening Celebration

The Pelican State Credit Union family grew in November 2017 with the merger of St. Landry Parish Federal Credit Union. We had a great time celebrating St. Landry's traditions along with treating members to a crawfish boil in March!

St. Landry Parish FCU has been devoted to helping the underserved in its community since day one and the team members joining our family came with [their own stories](#) from years of experience.

[READ ABOUT THE EVENT](#)



## Real Life: I'm a Chicken Mom in My Spare Time

Raising chickens for their eggs can be rewarding and can also help you make a little money on the side.

Read how one of our team members became a chicken mom in her spare time on Pelican State of Mind.



**BECOME A CHICKEN MOM (OR DAD)**



### **My Finances Tool Now Available**

Have you ever wished that you could see all of your finances in one place? Now you can with My Finances, our Personal Financial Management tool in Pelican@Net Online Banking!

Whether you're just wanting to look at your bills and income at a glance or you're ready to assess and build your net worth, My Finances is able to help.

**MANAGE MONEY WITH MY FINANCES**



### **Spotlight On: The Bug Man of Baton Rouge, Louisiana**

We had the pleasure of interviewing The Bug Man Professional Pest Control, one of our Select Employer Groups, to find out about their business, what makes their workplace unique, and more.

Find out why they're much, much more than just a pest control business on Pelican State of Mind!

[BUZZ ON OVER AND READ MORE](#)



## **Pelican's Invested in You & Your Community**

As a not-for-profit financial cooperative owned by our members, Pelican invests in its members and communities across Louisiana. The for-profit banks don't appreciate our member-driven cooperative model. They're concerned about competition from credit unions and our commitment to helping our members grow.

[SEE OUR COMMITMENT](#)

We encourage you to let your elected officials know about the credit union difference. Together we can help spread the good news about what credit unions are doing for Louisiana!

[SPREAD THE WORD](#)

**BENEFITS OF MEMBERSHIP**  
**\$100 CASH REWARD**  
**WITH EVERY NEW LINE**

**CALCULATE  
YOUR REWARDS**



**BLOG**



**1-800-351-4877**

**[pelicanstatecu.com](http://pelicanstatecu.com)**

\*Kasasa Cash: Pelican State CU membership is required to open a Kasasa Cash rewards checking account. If you are not a Pelican member, you must be eligible to open a primary savings account with Pelican to become one. The deposit to open a primary savings account starts at a minimum of \$10 (\$5 to join + \$5 minimum balance). A minimum deposit of \$25 is required to open Kasasa Cash account. APY = Annual Percentage Yield. APYs accurate as of 4/1/2019. Member earnings mentioned in this advertisement were based on previous APY of 4.01%. Rates and rewards may change after account is opened. This account is a tiered rate account. For Kasasa Cash, if qualifications are met each monthly qualification period: (1) ATM fees (up to \$4.99 per single transaction) incurred during qualification period will be reimbursed and credited to account by the second business day following the end of the last day of the statement cycle; (2) balances up to \$7,500 (tier 1) receive APY up to 5.01%; and (3) balances over \$7,500 (tier 2) earn 0.50% dividends on the portion of the balance over \$7,500, resulting in range of 0.81% - 5.01% APY depending on the balance maintained, assuming a maximum \$100,000 in tier 2. If qualifications are not met on Kasasa Cash, all balances earn 0.05% APY. The minimum service requirements include: (1) making 15 debit card point-of-sale purchases (ATM transactions and transfers between accounts do not qualify) that are cleared and posted to your account during the qualification period; (2) having direct deposit, ACH debit or credit, or Bill Pay transaction posted to your Kasasa Cash account; (3) accessing online or mobile banking once during qualification period; and (4) receiving your monthly statement electronically. Transactions may take 1 or more banking days from the date transaction was made to post to and settle account. The qualification period is defined as a period beginning on the last day of the prior calendar month and ending on the next-to-last day of the calendar month in which the dividends are paid. ATM receipt must be presented for reimbursement of ATM fees of \$5.00 or higher within 30 days after the statement cycle where the reimbursement was applicable in order to receive a refund. The advertised Kasasa Cash APY is based on compounding dividends. If member has a Kasasa Saver account, dividends earned on Kasasa Cash balances are automatically transferred to Kasasa Saver each statement cycle and do not compound. Actual dividends paid may be less than advertised Kasasa Cash APY. The Kasasa Saver APYs may be less than Kasasa Cash APYs. Not everyone will qualify to open a Kasasa Cash rewards checking account. Pelican reserves the right to limit the number of accounts allowed per member, joint or individually. Federally insured by NCUA. Kasasa and Kasasa Cash are trademarks of Kasasa, Ltd., registered in the U.S.A.

\*High Five Facebook Giveaway: Pelican State CU membership NOT required to enter or win prize of \$501. No purchase necessary. One entry per person. Employees of Pelican State Credit Union are not eligible to win. Entrant must comment on the giveaway post by midnight on Sunday, May 5, 2019, to be entered to win. Winner will be randomly selected and contacted by Wednesday, May 8. Pelican State Credit Union will reply to the winner's original comment on the giveaway posts to provide next steps. Winners must respond to Pelican State Credit Union's message within three (3) days of original notification or a new winner will be selected. Winners must pick up prize at a local Pelican branch of their choice. If prize is not claimed in branch within 2 weeks, another winner will be chosen. Your savings is federally insured by the NCUA.

\*Balance Transfers: Pelican reserves the right to decline any balance transfer request including duplicate balance transfer requests. Balance transfers are subject to your existing credit limit. No single balance can be greater than \$20,000. Balance transfers cannot be used to pay any loan, line-of-credit or credit card account presently maintained by Pelican State CU.

Balance transfers are not eligible to earn reward points. Verification may be required.

\*Sprint: Limited time offers. Activ. Fee: Up to \$30/line. Credit approval req. Cash Reward Offers: Avail. for eligible credit union members & member employees with qualifying corp. id. (ongoing verification). \$100 Cash Reward for new smartphone lines activ. up to 15 lines. Req. activ. at point of sale. Excludes CL, MBB devices, tablets, Sprint Phone Connect, upgrs., replacements & ports made between Sprint entities or providers associated with Sprint. Limit one SWP Corp ID per Sprint acct. No add'l. discounts apply. Loyalty Reward: \$100/acct./yr. when Sprint acct. remains active and in good standing each yr. Transfer Reward: Members participating in another discount program are eligible for a \$100/acct./yr. deposit on their 12mo anniversary transferred to Cash Reward program. Deposit: Cash Reward issued by CU Solutions Group. Sprint acct. must remain active and in good standing for 31 days to receive Cash Reward. Allow 6-8 wks. for Cash Reward to be deposited to your Credit Union acct. If the Cash Reward does not appear after 8 wks., visit [lovemycreditunion.org/sprintrewards](http://lovemycreditunion.org/sprintrewards) & click on "Cash Rewards Tracker". Other Terms: Offer/coverage not avail. everywhere or for all phones/networks. May not be combinable with other offers. Offer, terms, restrictions, & options subject to change & may be modified, discontinued, or terminated at any time without notice. Restrictions apply. © 2019 Sprint. All rights reserved. Sprint & the logo are trademarks of Sprint. Other marks are the property of their respective owners.

\*NCUA: Your savings is federally insured to at least \$250,000 and backed by the full faith of the U.S. Government.

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### Q2 NEWSLETTER 2019

**Want to win \$501?** 🎁

Email Subject

4/10/2019 - Creation Date

4/11/2019 12:18:34 PM - Launch Date

1/8/2020 9:59 PM CT - Date of Report

Standard Report

Standard Data (Aggregate)

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Mail Size

**33,060**

Delivered

**18,284**

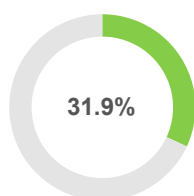
Total Opens

**21**

Unsubscribed

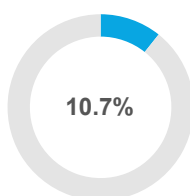
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Unopened



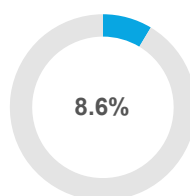
Unique Opens

**10,382**



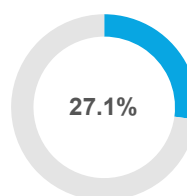
Total CTRs

**3,470**

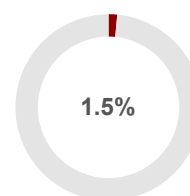


Unique CTRs

**2,813**



CTOR



Undeliverable

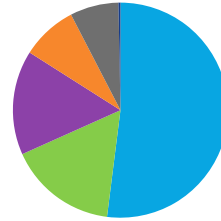
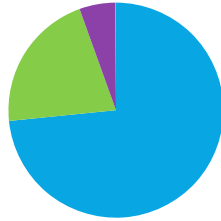
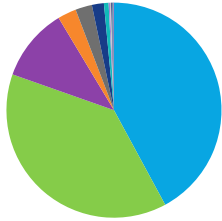
**505**
























#### CTR Detail

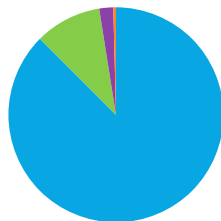
	Total		Unique	
<a href="https://www.pelicanstatecu.com/five">https://www.pelicanstatecu.com/five</a>	2,917	84.1%	2,590	85.1%
<a href="https://www.pelicanstatecu.com/home/scholarship">https://www.pelicanstatecu.com/home/scholarship</a>	139	4.0%	113	3.7%
<a href="https://www.pelicanstatecu.com/about-us/stay-connected/articles/st-landry-branch-crawfish-...">https://www.pelicanstatecu.com/about-us/stay-connected/articles/st-landry-branch-crawfish-...</a>	71	2.0%	56	1.8%
<a href="https://www.pelicanstatecu.com/loans-credit/visa-credit-cards/balance-transfers">https://www.pelicanstatecu.com/loans-credit/visa-credit-cards/balance-transfers</a>	59	1.7%	48	1.6%
<a href="https://www.pelicanstatecu.com/about-us/stay-connected/articles/what-is-my-finances">https://www.pelicanstatecu.com/about-us/stay-connected/articles/what-is-my-finances</a>	52	1.5%	45	1.5%
<a href="http://www.lovemycreditunion.org/client/love_my_cu/banner/?bid=87&amp;campid=4&amp;clientid=62710&amp;...">http://www.lovemycreditunion.org/client/love_my_cu/banner/?bid=87&amp;campid=4&amp;clientid=62710&amp;...</a>	43	1.2%	42	1.4%
<a href="https://www.facebook.com/PelicanStateCreditUnion/">https://www.facebook.com/PelicanStateCreditUnion/</a>	34	1.0%	29	1.0%
<a href="https://pelicanstateofmind.com/louisiana-love/real-life-chicken-mom/">https://pelicanstateofmind.com/louisiana-love/real-life-chicken-mom/</a>	33	1.0%	24	0.8%
<a href="https://pelicanstateofmind.com/louisiana-love/spotlight-the-bug-man-baton-rouge-louisiana/...">https://pelicanstateofmind.com/louisiana-love/spotlight-the-bug-man-baton-rouge-louisiana/...</a>	28	0.8%	20	0.7%
<a href="https://www.pelicanstatecu.com">https://www.pelicanstatecu.com</a>	19	0.5%	13	0.4%
<a href="http://www.pelicanstatecu.com/benefits">http://www.pelicanstatecu.com/benefits</a>	15	0.4%	10	0.3%
<a href="http://www.lovemycreditunion.org/sprintrewards">http://www.lovemycreditunion.org/sprintrewards</a>	10	0.3%	8	0.3%
<a href="https://www.house.gov/representatives/find-your-representative">https://www.house.gov/representatives/find-your-representative</a>	10	0.3%	10	0.3%
<a href="https://www.youtube.com/pelicanstatecu">https://www.youtube.com/pelicanstatecu</a>	9	0.3%	8	0.3%



CTR Detail	Total		Unique	
<a href="http://www.pelicanstatecu.com/custom/fi/pelicanstatecu/fb/disclosure/Privacy-Notice1.pdf">http://www.pelicanstatecu.com/custom/fi/pelicanstatecu/fb/disclosure/Privacy-Notice1.pdf</a>	8	0.2%	6	0.2%
<a href="https://pelicanstateofmind.com/pelican-family-tree/the-history-pelicans-st-landry-branch/">https://pelicanstateofmind.com/pelican-family-tree/the-history-pelicans-st-landry-branch/</a>	7	0.2%	7	0.2%
<a href="http://www.pelicanstateofmind.com">http://www.pelicanstateofmind.com</a>	6	0.2%	6	0.2%
<a href="http://www.pelicanstatecu.com/about-us/contact-us.html">http://www.pelicanstatecu.com/about-us/contact-us.html</a>	5	0.1%	5	0.2%
<a href="https://www.instagram.com/pelicanstatecu">https://www.instagram.com/pelicanstatecu</a>	5	0.1%	5	0.2%



	Email Client	Total			Mobile Device	Total			Browser	Total	
	 <a href="#">Gmail</a>	4,005	42.1%		 <a href="#">iPhone</a>	3,642	73.4%		 <a href="#">Chrome</a>	192	52.0%
	 <a href="#">Unknown</a>	3,642	38.3%		 <a href="#">Android</a>	1,050	21.1%		 <a href="#">Edge</a>	60	16.3%
	 <a href="#">Unknown</a>	1,050	11.0%		 <a href="#">iPad</a>	268	5.4%		 <a href="#">Internet Explorer</a>	58	15.7%
	 <a href="#">Unknown</a>	268	2.8%		 <a href="#">Windows Phone</a>	5	0.1%		 <a href="#">Firefox</a>	31	8.4%
	 <a href="#">Outlook</a>	241	2.5%						 <a href="#">Safari</a>	27	7.3%
	 <a href="#">Other Desktop</a>	167	1.8%						 <a href="#">Opera</a>	1	0.3%
	 <a href="#">Hotmail/Live</a>	71	0.7%								
	 <a href="#">Yahoo</a>	18	0.2%								
	 <a href="#">WindowsLiveMail</a>	15	0.2%								
	 <a href="#">Thunderbird</a>	8	0.1%								
	 <a href="#">Outlook.com</a>	8	0.1%								
	 <a href="#">Unknown</a>	5	0.1%								
	 <a href="#">AOL</a>	5	0.1%								



OS	Total	
<a href="#">Mobile</a>	4,934	87.5%
<a href="#">Windows</a>	566	10.0%
<a href="#">Macintosh</a>	117	2.1%
<a href="#">Other Desktop</a>	20	0.4%

X

Loading....



## **SURPRISE! We're Giving You Five!**

Now you can earn even MORE cash on your checking account because we're giving you five!

That's right--instead of earning up to 4.01% APY on your Kasasa Cash checking account, **you'll now earn up to 5.01% APY** if you meet these simple qualifications during the Monthly Qualification Cycle:\*

- Have at least 15 debit card purchases post and settle
- Be enrolled in and agree to receive eStatements
- Be enrolled in and log into mobile or online banking
- Have at least 1 direct deposit, ACH payment, or bill pay transaction(s) post and settle

This rate increase is automatic and nothing is required on your part to take advantage of it. If you have any questions, you can always call us at 1-800-351-4877 or [click here](#) to contact us online.

On top of this great rate, we give away cash and prizes on our Facebook page and in our branches throughout the year. Follow us to stay in the loop!

**FOLLOW US ON FACEBOOK**



BLOG



1-800-351-4877

[pelicanstatecu.com](http://pelicanstatecu.com)

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Kasasa-Cash-501

 **SURPRISE! We're giving you 5!**   
Email Subject

4/1/2019 - Creation Date      4/1/2019 4:38:12 PM - Launch Date      1/8/2020 9:57 PM CT - Date of Report

Standard Report

Standard Data (Aggregate)

8,808

Mail Size

8,808

Delivered

7,087

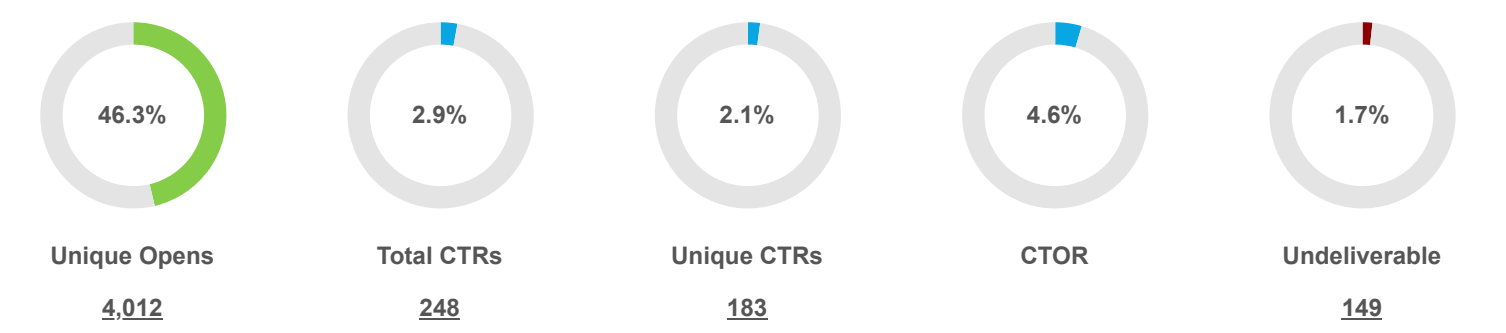
Total Opens

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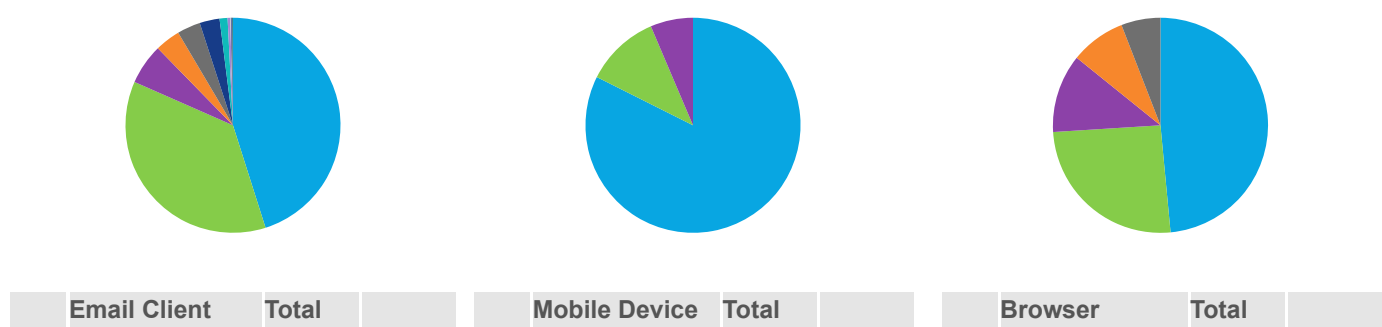
Unsubscribed

4,796

Unopened



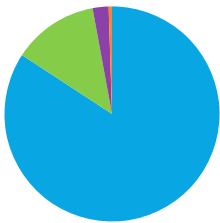
CTR Detail	Total		Unique	
<a href="https://www.facebook.com/PelicanStateCreditUnion/">https://www.facebook.com/PelicanStateCreditUnion/</a>	129	52.0%	111	52.4%
<a href="http://email.pelicanstatecu.com/em?a=1tVlI8hGmmdQUNZ5wizBsC&amp;b=2G8SkDtJLEWrwX94Rz4dvg">http://email.pelicanstatecu.com/em?a=1tVlI8hGmmdQUNZ5wizBsC&amp;b=2G8SkDtJLEWrwX94Rz4dvg</a>	80	32.3%	67	31.6%
<a href="https://www.pelicanstatecu.com">https://www.pelicanstatecu.com</a>	16	6.5%	14	6.6%
<a href="https://www.instagram.com/pelicanstatecu">https://www.instagram.com/pelicanstatecu</a>	6	2.4%	5	2.4%
<a href="http://www.pelicanstatecu.com/about-us/contact-us.html">http://www.pelicanstatecu.com/about-us/contact-us.html</a>	5	2.0%	4	1.9%
<a href="https://www.pelicanstateofmind.com">https://www.pelicanstateofmind.com</a>	5	2.0%	4	1.9%
<a href="https://www.youtube.com/pelicanstatecu">https://www.youtube.com/pelicanstatecu</a>	5	2.0%	5	2.4%
<a href="http://www.pelicanstatecu.com/custom/fi/pelicanstatecu/fb/disclosure/Privacy-Notice1.pdf">http://www.pelicanstatecu.com/custom/fi/pelicanstatecu/fb/disclosure/Privacy-Notice1.pdf</a>	2	0.8%	2	0.9%



Email Client	Total	45.1%
Gmail	1,265	36.5%
Unknown	213	6.1%
Other Desktop	130	3.8%
Unknown	121	3.5%
Outlook	105	3.0%
Hotmail/Live	42	1.2%
Yahoo	13	0.4%
WindowsLiveMail	4	0.1%
Outlook.com	3	0.1%
Thunderbird	3	0.1%
AOL	2	0.1%
Lotus Notes	1	0.0%

Mobile Device	Total	82.4%
Android	213	11.2%
iPad	121	6.4%

Browser	Total	48.5%
Chrome	52	25.5%
Internet Explorer	24	11.8%
Safari	17	8.3%
Firefox	12	5.9%



OS	Total	
Mobile	1,873	84.3%
Windows	286	12.9%
Macintosh	53	2.4%
Other Desktop	11	0.5%

Loading....