



# MEMBER JR.

Kids track their money, learn through games and develop good financial habits.

## Member Jr.

Member Jr. helps financial institutions expand their mobile presence. Member Jr. is a brandable app designed to make banking fun for kids, while encouraging good financial habits.

### Benefits

Having a mobile application exclusively for kids is a great way to build consumer loyalty. Member Jr. provides comprehensive support that includes data analytics like number of users, how often they are using the app and more. Parents benefit from the interactive application and are able to talk to their kids about working, needs vs. wants, goal setting and saving.

### App Features

- Virtual money tracking and goal setting
- Allowance and chore tracking
- In-app lessons with videos and related quizzes on topics of financial literacy
- Age appropriate games

### Beyond the App

In addition to the mobile app, Member Jr. has dedicated marketing support and resources available to help financial institutions grow and maintain user adoption.



Parents can sync their kids' accounts to the app to monitor their real-life savings and spending goals. Syncing offers read-only access to balance information.

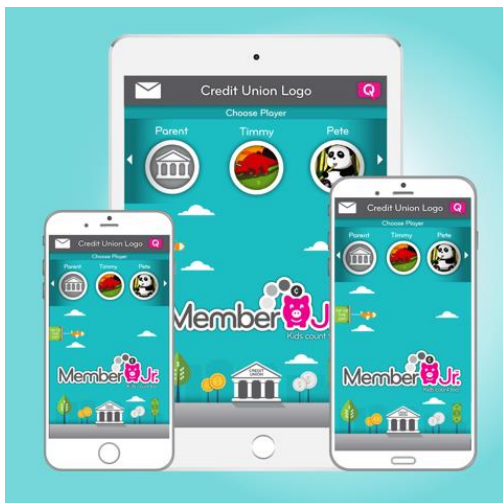


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### Robust Implementation Services

- Develop branding of application
- Set-up iOS mobile/tablet, Android mobile/tablet and Amazon (Kindle) tablet
- Leverage a customized essential marketing package that includes:
  - Web banner and web page copy
  - Press release template and best practices and idea guide to engage and excite co-workers
  - Quarterly marketing ideas and social media posts and images
- Set-up front desk admin portal
- Train co-workers (two hour session)



### License and Maintenance Coverage Includes

- Financial institution support
  - Support, monitoring and resolution within one business day
- End user support
  - Support, monitoring and resolution within one business day
- Access to Front desk admin portal including:
  - App management, reporting, marketing store, blog and customer newsletter
- Application upgrades
- Hosting fees

### Contact Us

For more information, contact your strategic account manager.



Make  
money  
fun!

Teach them  
today.