

CLIENT ANNIVERSARY & HOLIDAY RECOGNITION PROGRAMS

2021

INTERNAL USE ONLY



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CAPConnect Marketing Lists

If you want a CAPConnect client **contact** to receive specific marketing deliverables, you must add them to the appropriate marketing list(s) with accurate and up-to-date data.

There are several marketing lists in CAPConnect; however, for the purposes of this overview we are only looking at the marketing lists below:

- Client Anniversary Card
- Client Anniversary Gift
- Holiday Mailer

These lists are specifically targeted for client **CONTACTS** only. On the following pages, we will cover the deliverables associated with these lists and the process for preparing each.



Client Marketing Deliverables: Anniversary Card

Marketing List	Item	Process
Client Anniversary Card Timing: Delivered annually, processed monthly	<p>Card sent during client's anniversary month; features a donation to the CCF Charity of Choice on their behalf and a message of gratitude, personalized with FA's electronic signature.</p> <p>There is no charge to FA.</p>	<p>Using the <i>client anniversary card</i> marketing list*, each month marketing pulls a mailing list of client contacts that have an anniversary date within the current month.</p> <p>Marketing reviews the list, paying special attention to common gaps in address integrity:</p> <ul style="list-style-type: none"> • missing information in <i>Send Mail To</i> field, • institution's name not included as the first address line of the recipient's address • state names not abbreviated • missing zip codes <p>Marketing will contact the CMC for missing data if needed. The CMC should be updating the CRM record when marketing makes the inquiry about missing data.</p> <p>Once the data is finalized, the mailing list is sent to the printer. The printer adds the electronic signature of the FA for each contact and prepares a digital proof of the cards for marketing to review. Once approved by marketing, the cards are printed and mailed.</p>

***This list is static.** Meaning, **contacts** are added or removed manually to the list by the FA or client services. If you do not want to participate in sending the CAPTRUST client anniversary card, do not add **contacts** to this marketing list. **Contacts should only be added to the anniversary card or the anniversary gift list, not both.**



Client Marketing Deliverables: Anniversary Gift

Marketing List	Item	Process
Client Anniversary Gift Timing: Delivered annually, processed monthly	<p>Freshly baked cookies sent during client's anniversary month; features a card personalized with recipient's name</p> <p><i>The cost of the gift and shipping is covered under Spirit of the Deal: 50% of \$29.05 or approximately \$14.52 per gift</i></p>	<p>Using the <i>client anniversary gift</i> marketing list*, each month marketing pulls a mailing list of client contacts that have an anniversary date within the current month.</p> <p>Marketing reviews the list, paying special attention to common gaps in address integrity:</p> <ul style="list-style-type: none"> • missing information in <i>Send Mail To</i> field, • institution's name not included as the first address line of the recipient's address • state names not abbreviated • missing zip codes • Missing addresses but has PO Boxes (cookies will not be delivered to PO Boxes) <p>Marketing will contact the CMC for missing data if needed. The CMC should be updating the CRM record when marketing makes the inquiry about missing data.</p> <p>Once the data is finalized, the mailing list is sent to the printer. The printer prepares a digital proof of the cards for marketing to review. Once approved by marketing, the cards are printed and mailed to our cookie vendor. Marketing emails the mailing list to the vendor, and they match up the card and address and send cookies to contacts.</p>

***This list is static.** Meaning, **contacts** are added manually to the list by the FA or client services. If you do not want to participate in sending a CAPTRUST client anniversary gift, do not add **contacts** to this marketing list. **Contacts should only be added to the anniversary card or the anniversary gift list, not both.**

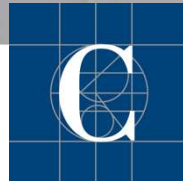


Client Marketing Deliverables: Holiday Mailer

Marketing List	Item	Process
Holiday Mailer Timing: Holiday card mailing list is pulled from CAPConnect in early November.	CAPTRUST-branded holiday card with a donation to annual CCF charity of choice on behalf of recipient There is no charge to FA.	Client contacts on the <i>holiday mailer</i> marketing list* receive a generic holiday CAPTRUST-branded greeting card in December. Only client contacts signed up for the holiday mailer marketing list automatically receive this holiday card. These cards are not personalized with an electronic signature.

***The list is static.** Meaning, **contacts** are added manually to the list by the FA or client services. If you do not want to participate in sending a CAPTRUST holiday mailer card, do not add **contacts** to this marketing list.





SAMPLE DELIVERABLES

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Sample Deliverables: Client Anniversary Card



Card cover
and back

Card
interior



On behalf of the entire CAPTRUST family, we pause to say thank you for your friendship and the continued trust you place in our team. In your honor, we have made a donation to the CAPTRUST Community Foundation, benefiting the lives of children each year through more than 80 charities across the nation.

Sincerely,

Mike Blair

Michael Blair

Our 2019 Partnership Grant recipients represent charities from across the nation, dedicated to enriching the lives of children.

The 2019 Charity of Choice is CORRAL Riding Academy. The academy aspires to shepherd girls through their difficult middle and high school years and into college. The five-pillar approach used by CORRAL allows girls to take what they learn at the program and apply it in their lives far beyond the horse farm. corralriding.org

2019 National Grant Recipients include:

JUST TRYAN IT of Raleigh, NC, seeks to positively impact the lives of families whose children have been diagnosed with cancer by providing them with financial assistance. justtryanit.com

Boys & Girls Club of Santa Barbara, CA, has been changing lives for almost 80 years. It provides a space for children to become future leaders, astronauts, and scientists. The club is inviting and accessible for all kids, no matter their circumstances. boysgirls.org

TeamSmile of North Kansas City, MO, creates connections between children's service groups, dental professionals, professional sports organizations, and their athletes. Together, they provide underserved children in need with life-changing dental care. teamsmile.org



Sample Deliverables: Client Anniversary Gift

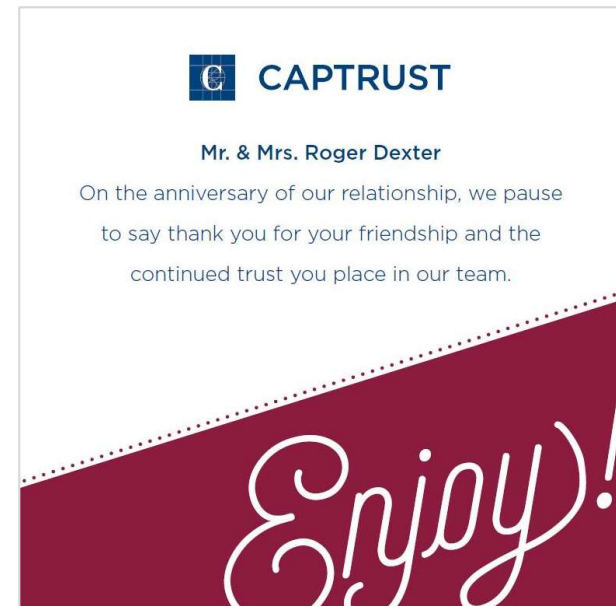


Sample packaging

Cookies

- 3 flavors, no nuts, chef's choice
- Two dozen

Card



Vendor



Sample Deliverables: Holiday Mailer





CLIENT MARKETING OPTIONS

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Client Marketing Program Options

These programs are **NOT MANDATORY**. There are three options of how to participate or not:

Option	Financial Advisor's Role	Marketing Department Role
Option 1 Full Marketing Support	Add client contacts to these lists: <ul style="list-style-type: none"> • Client anniversary card –or– client anniversary gift • Holiday Mailer Ensure there is a complete physical mailing address for the contact including name in the <i>send mail to</i> field and, if institutional, the business name as address line 1.	Marketing will pull the contact lists and coordinate the creation and mailing of the anniversary gifts or cards (holiday and/or anniversary). Questions? Contact Elizabeth Altman
Option 2 Partial Marketing Support	Order unsigned anniversary and/or holiday cards via Sir Speedy's Four51 website in bulk quantities to prepare and mail the cards from FA's office themselves. We will send a note in October to ask for quantity needed for the holiday card. Ensure that none of your client contacts are on those marketing lists.	Ensure that Four51 is adequately supplied with stock of holiday and anniversary cards. Questions about Four51? Contact Elizabeth Altman
Option 3 No Marketing Support	Arrange own client recognition mailings (if desired). Ensure that no client contacts are on anniversary card, anniversary gift, or holiday mailer marketing lists. If have a custom-branded item designed to send to contacts, run a proof by Marketing for approval first.	Provide approval for custom CAPTRUST branded cards or gifts. Provide SOD for anniversary or holiday gifts. Questions? Ask Mike Strother on all things SOD related.



CAPConnect Marketing Lists and Associated Content

Reminders: Participation is not mandatory.

If an office location or financial advisor chooses not to participate in the client anniversary card/gift and holiday mailer programs, they should ensure that none of their client **contacts** are on those marketing lists.

Questions? Contact [Elizabeth Altman](#)

