

## Digital: Email – MB Financial Bank E-Banking



# Be a hero!



### Switch to e-statements and earn \$5 for the Arbor Day Foundation

This year MB will observe Arbor Day by donating \$5 to the Arbor Day Foundation, a non-profit organization dedicated to preserving and planting trees, for every MB employee who switches to e-statements by Friday, April 26, 2013.

In fact, if every bank account holder in the U.S. switched to e-statements we could save 16.5 million trees, eliminate 13 billion gallons of toxic wastewater and reduce solid waste in landfills by 1.6 billion pounds in one year alone.\*

#### Switching to e-statements also makes it easier to keep track of your financial information.

With e-statements you'll be able to view three years of account statements and three months of check images instantly. You can save them to a file on your desktop each month or just access them online as needed. Plus, using e-statements eliminates the possibility of bank records being lost or stolen in the mail or misplaced at home.

#### Switching is so EASY you can do it in 30 seconds (or less.) But do it by April 26.

For security reasons, make sure that you enroll in e-statements from your personal rather than your work computer.

#### Switching to e-statements is your golden opportunity to make the world a little greener.

You can help save the planet, earn \$5 for the Arbor Day Foundation and make it easier to keep track of your bank records for years - just by clicking your mouse.

Reed VanSandt  
Vice President, Retail Product Manager

\*2007 Javelin Strategy and Research Report

PS: Just remember, if 500 MB people switch to e-statements by April 26, MB would donate \$2,500 to the Arbor Day Foundation. Now that's an Arbor Day celebration we could all benefit from!

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## **Digital: Email – MB Financial Bank E-Banking**

**Client:** MB Financial Bank

**Service:** MB E-Banking for checking account customers.

**Strategy:** To send a solicitation to MB accountholders encouraging them to switch from paper bank statements to electronic ones in honor of Arbor Day. The email explains that electronic statements are safer, more convenient and better for the environment.

**Results:** This was part of a very successful campaign that the bank continued for another year.