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FOR IMMEDIATE RELEASE

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**SHORELINE HOMETOWN CREDIT UNION TO PAY
MEMBERS MONEY TO DEPOSIT CHECKS**

Manitowoc, Wis., December 13, 2019. Shoreline Hometown Credit Union has thousands of members who use their mobile banking app on a smartphone.

But that’s not enough for the digitally advanced, local Manitowoc County credit union. Since the beginning of December, the credit union has deposited \$5 into the accounts of members if they try Mobile Check Deposit for the first time by the end of 2019.

While many members enjoy the benefits of digital banking, Shoreline has plenty of members who aren’t as comfortable with the latest banking technology and don’t yet know the full capabilities of a digital smartphone app. This promotion is a way of helping members experience the convenience of its mobile app for the first time, and to begin using it on a more permanent basis.

“The process of depositing a check using your smart phone or tablet is very easy,” says Nathan Grossenbach, CEO of Shoreline. “But, with any new technology, that first time can be daunting. Consider this promotion as our way of thanking our members for trying something new. We know

that they will love the experience and, hopefully see how convenient it is when they are a member at Shoreline.”

Why pay people money to deposit checks? For the credit union, it’s all about convenience. Starting soon, Shoreline will be unveiling its newest digital “I hate to wait” campaign that focuses on making banking easier and more convenient.

“Our members work hard, and don’t always have time to make it to a branch.” explains Grossenbach “We have been committed to improving the member experience recently, and we believe that starts with providing our members with an option to perform almost all of their banking functions from home.”

The credit union began Mobile Check Deposit technology in 2018 after seeing that it could help the underbanked community – those who have financial needs that are not being met – have greater access to their accounts.

“The technology that we offer rivals that of large, national banks. The difference between Shoreline and national banks is our firm commitment to the financial success of our community,” says Grossenbach. “We are able to offer this convenient technology while still offering free checking accounts. If you are fighting monthly minimums to keep your account free, a Shoreline membership is very beneficial!”

In the credit union’s view, and the view of many of its members, digital is preferable in most cases. “Our digital platform – between our app and online banking – is so advanced, you are able to perform almost every function at home, except for getting cash,” said Grossenbach. “But everything else you can do.”

And for now, Shoreline Hometown Credit Union might pay you to learn that yourself.

Visit ShorelineCU.org/itsme247/ for information on enrolling in Mobile Check Deposit or navigate their web chat during normal business hours.

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About Shoreline Hometown Credit Union

For nearly 80 years, Shoreline Hometown Credit Union is headquartered in Manitowoc County and is a member owned, non-profit financial cooperative serving approximately 8,000 members in nine counties — Brown, Outagamie, Winnebago, Door, Calumet, Fond du Lac, Kewaunee, Manitowoc and Sheboygan, in Wisconsin. Shoreline Credit Union is a member of the National Credit Union Administration (NCUA), an independent federal agency that charters and supervises federal credit unions. Shoreline is considered well capitalized according to NCUA standards.

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