



SAVE TO WIN

Talk about a win-win-win.

Your credit union is looking to attract new members, boost member engagement and deepen member relationships, while adhering to the credit union's core mission of improving members financial health. Banking customers, especially millennials, are looking to engage with financial institutions that support their financial wellness and offer innovative solutions that help them achieve financial success.

Save to Win® is a program that aligns with these needs and allows credit unions to reward their members, while differentiating their brand! Imagine being able to offer your members the chance to win cash prizes just for saving money at your credit union. It's a program where even those who don't win the cash prizes, win by developing positive financial behaviors. And your credit union wins by delivering a unique program that helps you further demonstrate the credit union difference.

Win-Win-Win!

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SAVE TO WIN

Encourage Financial Wellness.

A genuine desire to help people build wealth and live better lives is the cornerstone of the credit union social mission. And while everyone could use some help saving, this is especially true with younger members and low-to-moderate income consumers who have not traditionally saved.

While good savings habits are important, a large part of the population is unmotivated or undisciplined. Others may be stunted by a lack of financial education. Save to Win encourages members to save money, boosting their financial security, and provides the credit union cross-sell opportunities to promote additional products and services that can help members achieve their larger financial goals in life.

Incentivize savings with Save to Win cash prize drawings.

The Save to Win program allows members to set up a special "Save to Win" savings account through their credit union, where every time they save \$25, they're automatically entered into monthly and quarterly drawings to win cash prizes. It's a fun, easy and risk-free way to incentivize positive financial habits for your members while driving them closer to your organization, deepening member relationships, differentiating your brand, and ultimately growing share of wallet for your credit union.

A proven method to increase share of wallet.

The national award-winning Save to Win program is the largest prize-linked savings program in the country that has the potential to increase membership and share of wallet for credit unions. In fact, in a recent survey conducted by Commonwealth, 12% of respondents report joining their credit union specifically to open a Save to Win account. In addition, 76% of respondents said Save To Win makes them more excited about their credit union and 66% said they are more likely to use additional products and services at their credit union. Among younger members, (particularly ages 18 to 34), participation in this program is rapidly rising and they now make more than 28% of program participants.

To date, Save to Win has awarded more than \$3.5 million in prizes to credit union members while encouraging them to save over a \$120 million. There are no fees for members to participate, and the costs for credit unions are nominal. Save to Win is an easy-to- implement program that includes turnkey marketing materials, technology support and product administration.

Key features

Member benefits

- No Risk – All Reward!
- Comes at no cost to your members
- Brings the thrill of a lottery without the risk
- Builds pathways to larger financial goals
- Encourages positive financial behaviors
- Offers members additional earning potential with its monthly and quarterly prizes
- It's a safe, secure, and federally insured savings product

Credit union benefits

- Exclusively available only at participating credit unions
- Helps build member loyalty and trust by encouraging financial wellness
- Provides cross-sell opportunities to deepen member relationships
- Easy to implement thanks to its turnkey marketing materials, training documents, technology support and product administration
- Let's your credit union control the interest rate
- Enables your credit union to fund individual credit union member prizes
- Provides invaluable media buzz through local and national publications

Find out how programs like Save to Win can help add value to your credit union today by calling **800.262.6285**, or by emailing **info@CUSG.com**