



## **Maximize your Save to Win Experience**

The Save to Win program was designed to help members create positive savings behaviors and can increase the wallet share for credit unions. To maximize your Save to Win user and member experience, use the following suggestions to enhance your program's potential. Also, don't forget to set concrete goals for your team members and follow up in six months to check on the progressive you've made.

Use these tips to reach your goals and objectives:

### **Increase Number of Winners**

- Incorporate a credit union drawing for your members, which guarantees a winner from your credit union every month or quarter. Or if already offering a member drawing, increase the number of winners or total prizes awarded over the year to encourage program growth.
- Open more accounts and set up all account holders with automatic deposits each month. The more entries into the drawing, the higher the probability of having more winners.
- Create a 12-month marketing campaign using the resources available on the administrative website or work with CUSG's Marketing Solutions department to create a marketing plan that will help you promote your program and celebrate your winners. Word of mouth to others is always a great way to get free advertisement for your credit union's program.
- Make sure your monthly data files are error free, which will ensure that members are receiving accurate number of entries into the drawings. Work with your CUSG Save to Win program administrator for training on how to reduce the number of ongoing data errors.

### **Boost Staff Engagement**

- Hold quarterly staff sales training and/or product refresher sessions with optional product demo to train new team members and keep the product fresh in the minds of your staff.
- Incorporate a staff drawing. When they win prizes, they are more likely to share that with members, family and friends. Plus, having a Save to Win account gives your staff firsthand knowledge of how the product works.
- Offer other incentives to staff such as a family/friend referral or bonus for reaching sales goals.
- Host a marketing competition for your staff. The team member or branch that opens the most accounts in a month gets a pizza party lunch.

## **Raise Member Awareness**

- Sending email blasts or push notifications to existing account holders before the next quarterly drawing will remind and encourage members to save more.
- Utilize turnkey marketing resources available on administrative website (web banners, newsletter, social media blasts, etc.) to keep the product front and center for your members.
- Showcase winners and post testimonials on your website, product webpage, in newsletters, on social media, lobby displays and/or host an in-branch winner event with cake and balloons.
- Prizes are great incentives but reaching a savings goal is also very rewarding. Use the themed marketing assets on the administrative website to help members save for a purpose, such as a down payment on an auto loan/home, college, retirement or that vacation they've needed.

## **New Member Acquisition**

- Increase your external marketing efforts with CUSG's Marketing & Technology Solutions (GSTV, social media/marketing campaign assistance or custom product webpage design).
- Consider other marketing channels such as radio spots, billboards, community events or local newspaper. If you have been offering Save to Win for a while, host a re-launch event and send direct mailings to residents and businesses close to your branches. People love cake and swag.
- Increase your interest rates or add/increase member prizes to drive traffic to your credit union.
- Coordinate marketing efforts with events such as Tax Season or International Credit Union Day to show consumers why joining a credit union has extra benefits (i.e. low auto/mortgage rates, Save to Win accounts, checking/visa rewards, etc.)

## **Grow Savings and Deposits**

- Encourage all new account holders to set up monthly automatic deposits into their Save to Win accounts. Reach out to those without recurring deposits and offer to set this up for them.
- Send email blasts to existing account holders reminding them to save for upcoming drawings.
- Cross sell checking or credit card round up change or rewards programs so members can put those earnings into their Save to Win account.
- Increase your product interest rates or add/increase credit union member prizes to entice members to save more.
- Have a savings challenge competition at your credit union in conjunction with your Save to Win accounts and offer a grand prize, such as an iPad or large cash prize.
- Match your members savings when they reach x amount saved.