



Q4 CAMPAIGN

"SPIKE'S SKIP THE PIN & WIN"



SWEEPSTAKES

Goals:

- Open 2,000 new checking accounts!
- Raise USA Fed Brand & Product Awareness

Product Offers:

CHECKING ACCOUNT

Freedom Checking Account with Debit Rewards Card

- *Debit Cards earn 1 point per \$2 spent
- *Free T-shirt for every new, opened checking account

CREDIT CARD

Visa Platinum Rewards Card (Do I hear cross-sell opportunity!)

- *Credit Cards earn 1 point per \$1 spent
- *One time balance transfer reward of double points up to 20,000 points (\$10,000)
- *Waive of FotoCard setup fee (\$9.95 fee will be waived once)
- *Rewards points from both cards are stored (ie: "Household") in one lump sum per account.
- **does not apply to business checking, business credit card or HELOC card accounts.

MEMBER INCENTIVES

PRIZES:

18 Weekly Raffle Prizes- \$250

1 Grand Prize- Spike will pay for all debit card signature based purchases made during the 4 month campaign for one member (maximum value= \$5,000)

***Entries based on debit card signature based transactions or pdf ticket entry.**

REFERRAL:

5,000 debit reward points to members for each new checking account/debit card referral

STAFF INCENTIVES

BRANCH STAFF:

\$10 per new checking account with debit card opened

Additional \$10 with Credit Card cross-sell

\$100 gas card per month to the employee with the highest number of combined sales per branch (stateside only)

\$100 cash per month to employee with the highest number of combined sales per branch (overseas only)

HQ & NON-SALES BRANCH STAFF

5,000 debit reward points to members for each new checking account/debit card referral

SALES EVENTS

BRANCH BOOSTER EVENTS:

One day events at the following locations (10am-2pm)

Sept. 20- Mira Mesa

Oct. 18- Temecula

Nov. 1- South Bay

***Same Product Offers & Member/Staff Incentive apply**

ADDITIONAL SALES EVENT PROMOTIONS

10,000 Bonus Points when you sign up for a new checking account/debit rewards card.

Instant Raffle Prizes:

- * \$100 Gas Cards (12 per Branch)**
- * Local Vendor Gift Certificates**
- * Grand Prize of 23,000 reward points (\$325 travel discount voucher)**

Free Giveaways:

- * Bumper Stickers**
- * Spike Tattoos**
- * Additional Promo Items**

ADDITIONAL ITEMS:

- * Catering at the events**
- * Radio Remote & Commercial spots**

