



How the Campaign Works

For the Member

Cardholder Uses Participating Rewards Card to Qualify

From July 8 to October 27, 2024, your rewards cardholders will be entered to win \$5,000 to use as they please by using their rewards card a minimum of four times per week.

Participants can also qualify by completing the survey found on the Alternate Entry tab on the cugivebacksweepstakes.com website.

Winner Accepts Prize

Winning cardholders receive a phone call or email from Marden-Kane (Legal Counsel and Administrator of the sweepstakes) to be advised that they have been selected as a winner. The cardholder will be required to sign and return a document provided by Marden Kane in agreement with the acceptance of the prize.

For the Credit Union

Download Free Marketing Materials

Free marketing materials are available for you to promote the program and drive cardholder participation:

- Posters and tent cards
- Web banners and HTML email
- Buckslip

Promote Card Usage

Use the campaign marketing materials to encourage your cardholders to participate.

Members will need to use their rewards card a minimum of four times per week to qualify for the drawing. Continue to use the marketing materials to keep cardholders aware of how to qualify.

Listen for Winners

Five participating cardholders are randomly selected at the end of each sweepstakes entry period (detailed in the sweepstakes rules) to win the prize.

Credit Union Contacts Winning Members

Each credit union with a winning member will be notified by its Account Executive. The credit union notifies the cardholder of the win. Marden Kane coordinates the prize acceptance.

Winning Credit Unions

In addition to the winning members, ten credit unions will be randomly selected during the last drawing and receive \$10,000 to donate to the charities of their choice.