

LUCKY SAVERS

Appendix 6: Process for Contacting Winners

- TruLync will perform the drawings on the 15th day of each month (or after if the 15th falls on a weekend or holiday). Credit union staff that has been provided with login credentials will then receive an email notification that a new report is available. In order to access the winner(s) report, credit union staff will need to login to the portal and retrieve the report.
- Once all winners have been selected, credit unions are to verify their member's eligibility by using the Winner's Eligibility Checklist (Appendix 7). If a central drawing winner is ineligible, contact the TruLync Product Manager so an alternate winner can be selected.
- Once all winners are verified, the manager from the branch that the winner visits most frequently should contact their winner by telephone within **2 business days** of receiving notification from TruLync.
 - Branch managers should request that the winner come into the branch closest to them to have their picture taken. This will allow your credit union to maximize publicity by having winners pictured with the branch manager and with marketing signage to create additional brand recognition for the program.
- Simultaneously, a written notification (see letter to winner's template available on the administrative site) should be sent to the winner indicating the following:
 - The prize won and how it is being paid out
 - A request for photo for publication purposes (preferably taken at a credit union branch or to be sent in if out of the area and returned within **7 days** of receiving notification)
 - Media Release (Appendix 8) and a
 - Postage-paid envelope
- A message should be placed on the winner's account for branch staff, so that if the winner comes in for transactional reasons, the staff may direct the winner to the branch manager for photo and to sign the media release form.
- When winner comes into the branch for photo, the branch manager should confirm the winner's identification by reviewing their driver's license or state identification card.
- Upon obtaining photo and media release, the program manager should return winners photo to the NYCUA Product Manager for marketing and social media related uses. The credit union can retain the signed media release on file at their branch.
- Note: If a winner does not wish to sign a media release, this is acceptable and does not prevent them from receiving their prize. You will want to inform NYCUA of this instance so that nothing is posted without the winner's consent.