



# 10 Years of Prize Savings at Neighborhood Credit Union





# Quick Facts About Neighborhood CU Prize Savings





# First Annual Prize Winner





# 2009: Membership is Prize Savings

- Members like it, but growth has been minimal up to this point.
- Members required to open an additional savings account.
- Why not make the Prize Savings Account the membership share account?



# 2010: 100's of Prizes Each Month

- Enhanced Prize Savings and added smaller cash prizes.
- 100 prizes ranging from \$5 to \$100.
- More chances and more winners.
- Growth at the end of 2010 was 18%

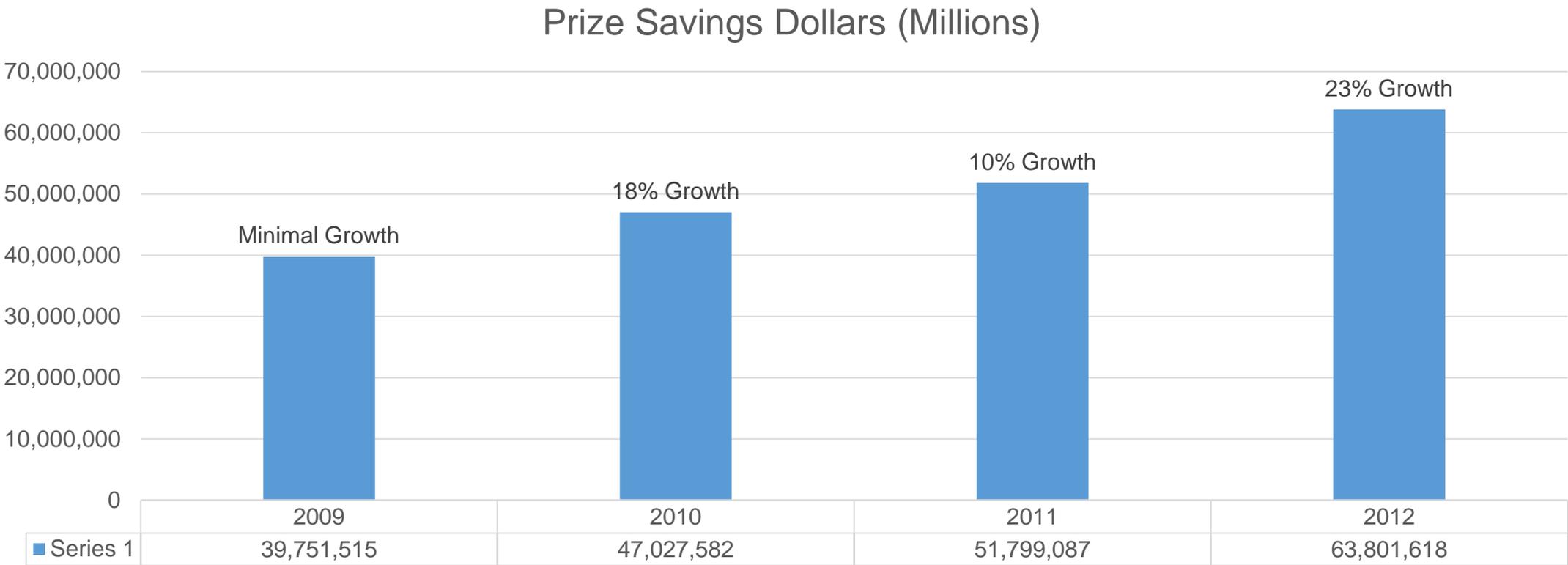


# 2012: Quarterly Cash Prizes of \$10K





# Growth of Prize Savings 2009 to 2012





# 2013, 2014, 2015: More Cool Tech

**PRIZE SAVINGS ACCOUNT  
JUNE WINNERS**

ROCKY N.  
KINDLE FIRE HD

JAMES D.  
FITNESS WATCH

JAMES S.  
BLUETOOTH SPEAKERS

JOHN E.  
\$100 BEST BUY GIFT CARD

BILLY S.  
\$1,000 CASH

Neighborhood  
CREDIT UNION

Neighborhood  
CREDIT UNION

**PRIZE SAVINGS ACCOUNT**

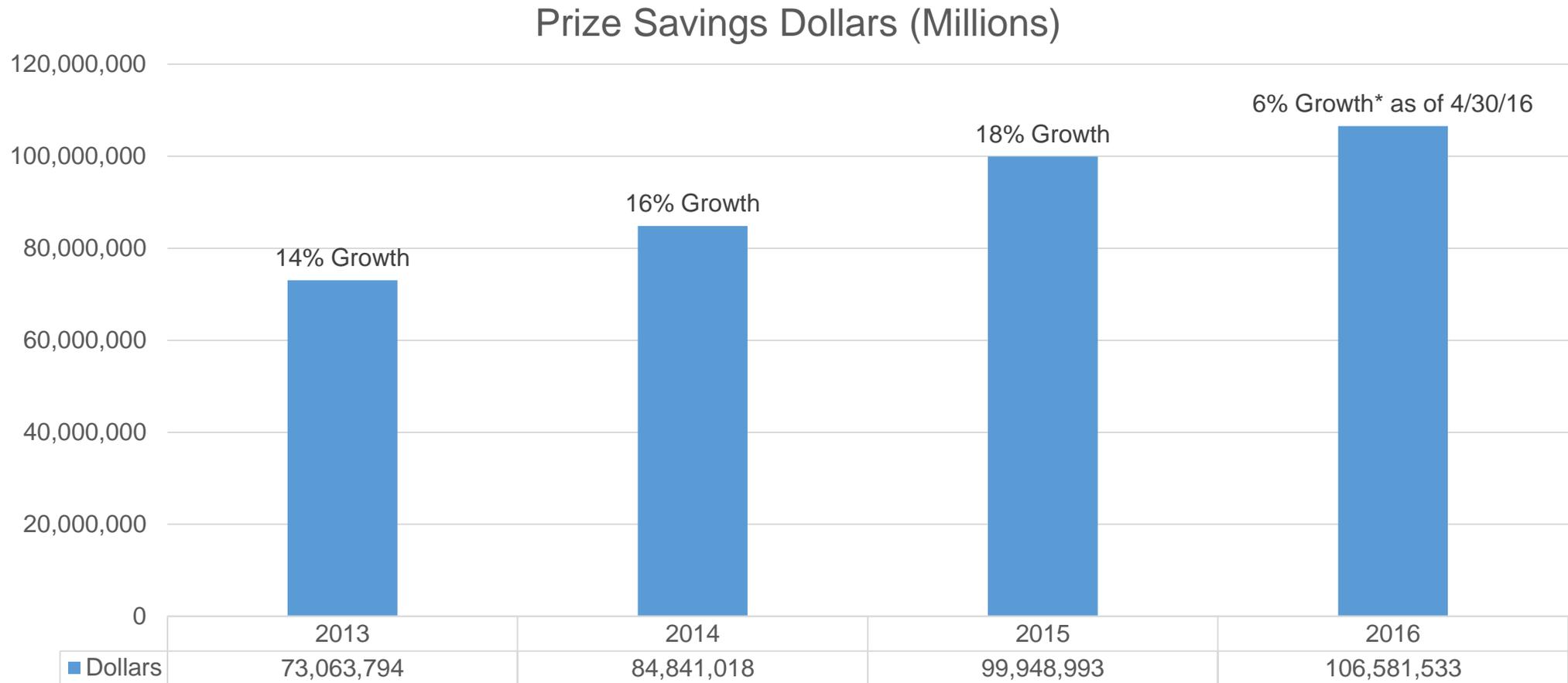
**CONGRATULATIONS, PATSY WALLIS!**

Neighborhood  
CREDIT UNION

**PRIZE SAVINGS ACCOUNT**



# Growth of Prize Savings 2013 to 2016





# 2016, 2017: Cash and More Cash!

**PRIZE SAVINGS ACCOUNT  
JANUARY WINNERS**

DIANA G.  
\$1,000 CASH

MAYRA G.  
\$300

SIDNEY R.  
\$300



ANUPAMA D.  
\$200

FREDDIE S.  
\$200

BONNIE B.  
\$200





# 2018: 10 Years of Prize Savings



Prize Savings Account  
#MyPrizeSavings



**Facebook LIVE**  
Fridays at Noon

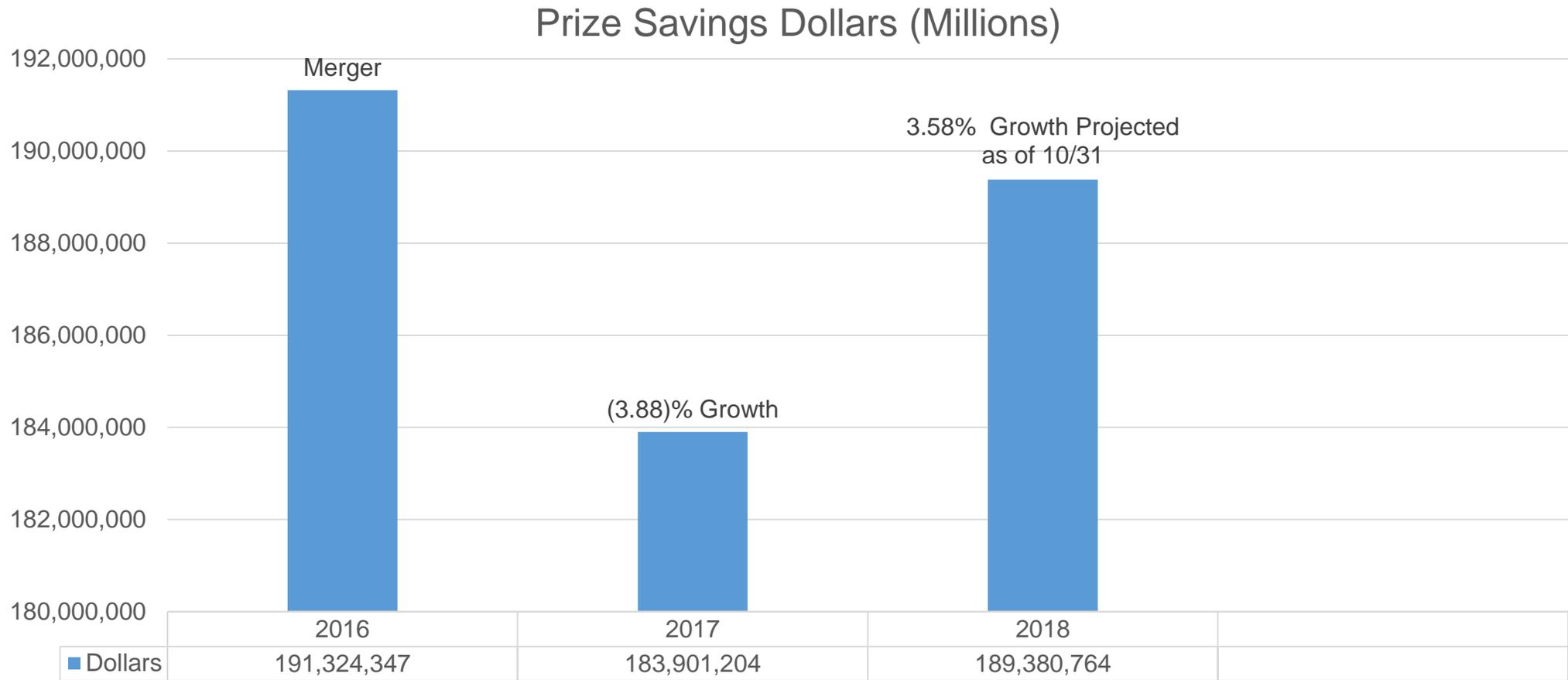
PRIZE SAVINGS ACCOUNT

**\$1,000**  
WEEKLY GIVEAWAY  
#MyPrizeSavings



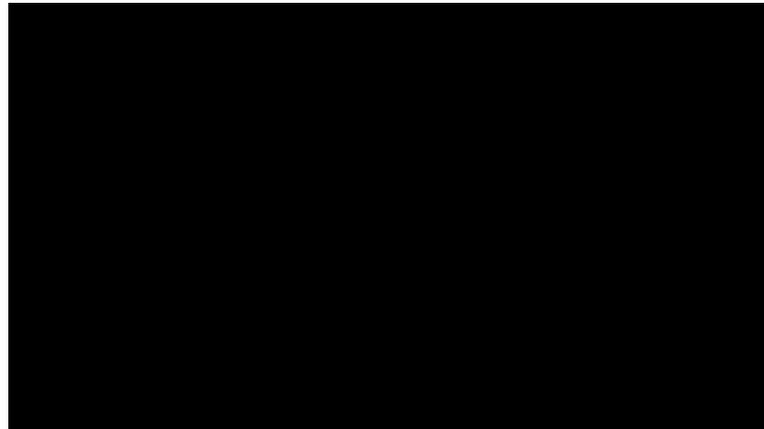


# Growth of Prize Savings 2017, 2018





# OCT 2018 \$10,000 Winner – Diane Reed





# Resources

- <https://www.myncu.com/accounts/savings/prize/>
- <https://buildcommonwealth.org/publications/product-spotlight-neighborhood-credit-unions-prize-linked-savings-account>



# Questions? Thank You!

