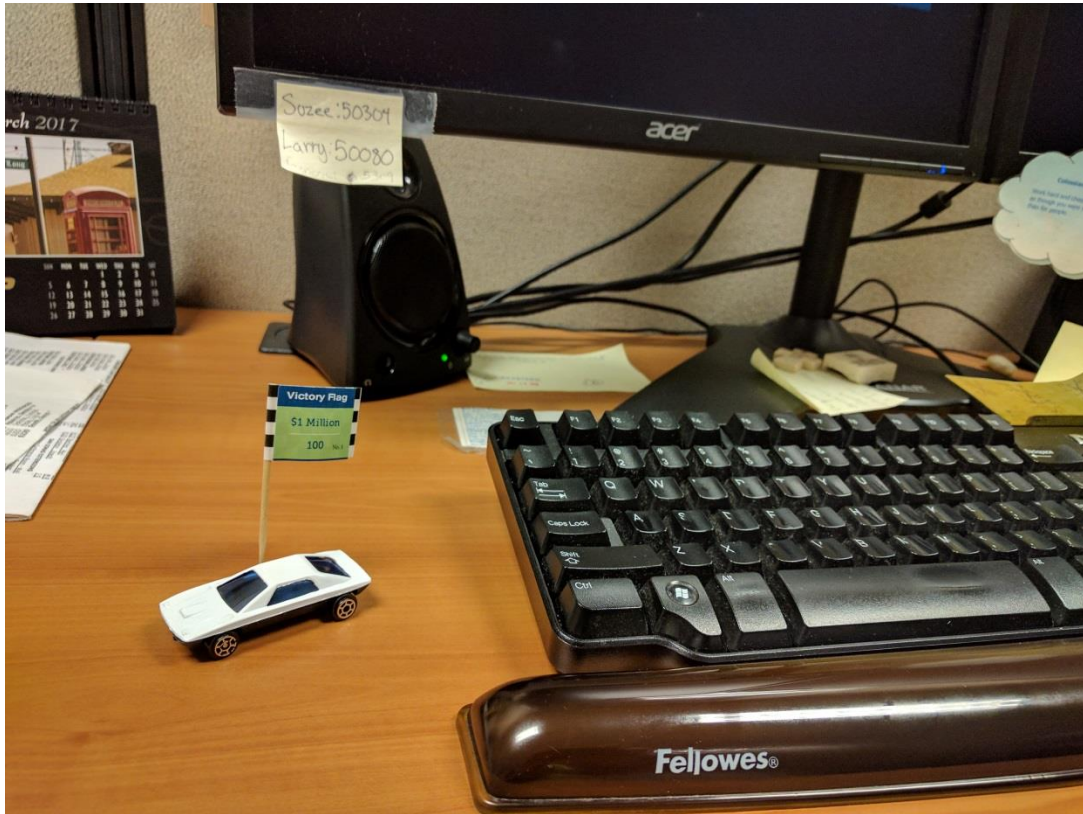


**#LoveMyRide Auto Loan Campaign  
Staff Engagement**

To encourage our staff to participate and share about our #LoveMyRide/Auto Loan Campaign to members and potential members, we gave each staff a toy white car. We included a checkered flag on the car that displayed our \$1 Million campaign goal as well as a number for a raffle drawing.



Employee Raffle:

Every week for six weeks, we sent an email to staff for a chance to win prizes.

**From:** Mktg  
**Sent:** Thursday, May 26, 2016 1:05 PM  
**To:** All Staff  
**Subject:** Lap Five...Grab your flag!



**To claim your prize, respond to this email.**

\*Be sure to keep your car and flag throughout the promotional period (April 18, 2016 through May 31, 2016) for your chance to win more exciting prizes!

**Accelerate full speed ahead by sharing about our Auto Loan rates as low as 1.99%!**

**Is your photo there?** Post your ride and a note on why you #lovemyride on our [Facebook page](#). And share our #LoveMyRide sweepstakes on Facebook and Twitter.

## Emails to Staff

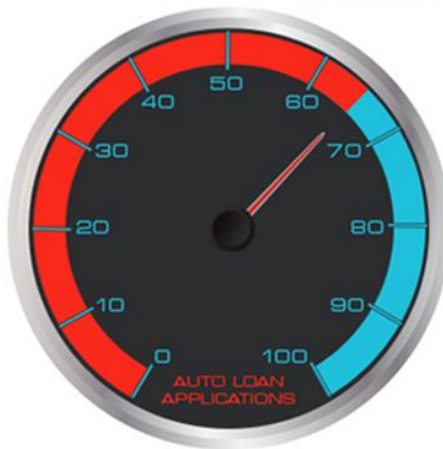
We sent this email to all staff informing them about the status of our auto loan campaign goal using an odometer image. This week's staff email includes a photo and messages our President/CEO, John Walling, sharing to staff why he loves his ride.

**From:** Mktg  
**Sent:** Wednesday, May 18, 2016 12:45 PM  
**To:** All Staff  
**Subject:** #LoveMyRide Campaign Results – Week 4

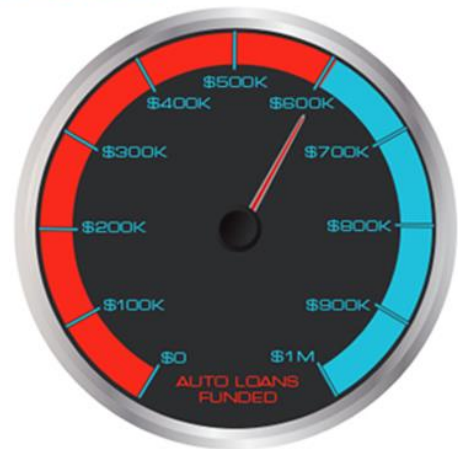


## #LoveMyRide Auto Loan Campaign

April 18 to May 31, 2016  
Week 4 Results – As of May 16, 2016



**Goal: 100 Applications**  
**Actual: 65 Applications**



**Goal: \$1 Million**  
**Actual: \$603,937**

Hi Team,  
Week four results are in and we're going in full throttle! Don't let the momentum idle, **accelerate full speed ahead by sharing about our Auto Loan rates as low as 1.99%!**

### Check out John Walling's selfie!

It's your turn to take a selfie with your ride and post a note on why you #LoveMyRide to our Facebook page. Even though you're not eligible to win, you can still have some fun and support our promotional efforts.

Plus, everyone gets to see your smiling face and four wheels. Visit [myCCCU.com/sweepstakes](http://myCCCU.com/sweepstakes).

### Help Us Spread the Word on Facebook and Twitter!

Simply share the #LoveMySweepstakes using the following posts options:

• **Facebook:** Want a chance to win up to \$500? Christian Community Credit Union, where I work, is having #LoveMyRide sweepstakes! Just post a selfie with your ride and a note on why you #LoveMyRide. Details & rules at [myCCCU.com/lovemyride](http://myCCCU.com/lovemyride).

• **Twitter:** I work at @myCCCU and they're holding a #selfie #sweepstakes! Post a pic & caption and you could win \$500! Details: [myCCCU.com/lovemyride](http://myCCCU.com/lovemyride)

**\*For compliance purposes, you must include verbiage that you work for the Credit Union when posting about the sweepstakes on social media.**

This week's staff email includes a photo of our hardworking Lending Team encouraging our staff to keep on going with one more week to go in our campaign.

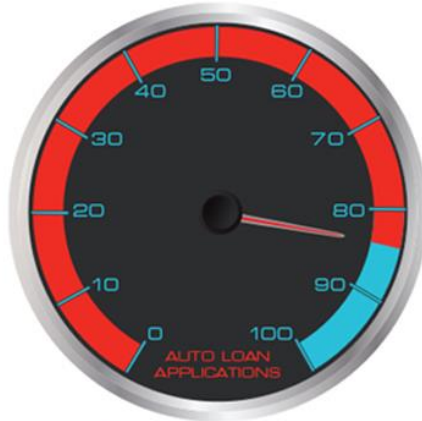
**From:** Mktg  
**Sent:** Thursday, May 26, 2016 3:47 PM  
**To:** All Staff  
**Subject:** #LoveMyRide Campaign Results – Week 5



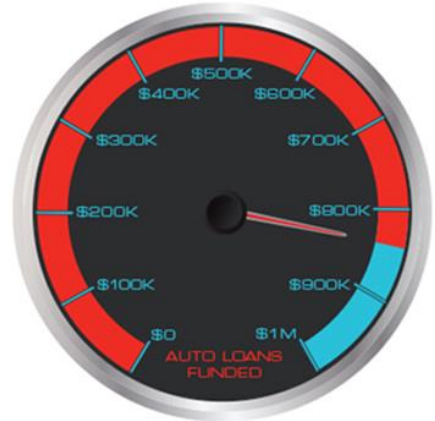
**Good Job, Team!**  
**One more week to go!**

## #LoveMyRide Auto Loan Campaign

April 18 to May 31, 2016  
Week 5 Results – As of May 23, 2016



**Goal: 100 Applications**  
**Actual: 84 Applications**



**Goal: \$1 Million**  
**Actual: \$845,854**

Hi Team,  
Week five results are in and we're in it to win it! With one lap (week) to go, give it your all! Memorial weekend is one of the biggest car-buying events of the year so be sure to **share about our Auto Loan rates as low as 1.99%**!

### Where's your selfie?

It's not too late to take a selfie with your ride and post a note on why you #LoveMyRide to our Facebook page. Even though you're not eligible to win, you can still have some fun and support our promotional efforts. Plus, everyone gets to see your smiling face and four wheels. **Visit [myCCCU.com/sweepstakes](http://myCCCU.com/sweepstakes).**

### Help Us Spread the Word on Facebook and Twitter!

Simply share the #LoveMySweepstakes using the following posts options:

- **Facebook:** Want a chance to win up to \$500? Christian Community Credit Union, where I work, is having #LoveMyRide sweepstakes! Just post a selfie with your ride and a note on why you #LoveMyRide. Details & rules at [myCCCU.com/lovemyride](http://myCCCU.com/lovemyride).
- **Twitter:** I work at @myCCCU and they're holding a #selfie #sweepstakes! Post a pic & caption and you could win \$500! Details: [myCCCU.com/lovemyride](http://myCCCU.com/lovemyride)

**\*For compliance purposes, you must include verbiage that you work for the Credit Union when posting about the sweepstakes on social media.**

This final all staff email shows our hardworking Lending Team doing a happy dance as we exceeded our Auto Loan campaign goal!

**From:** Mktg  
**Sent:** Friday, June 03, 2016 3:37 PM  
**To:** All Staff  
**Subject:** #LoveMyRide Campaign Results – Week 6

**High fives, high tens, fist pumps to all! Congratulations! Join the victory dance!**  
Thank you Lending and Member Services Team for your hard work.

**Woo Hoo!**  
**We did it!**  
**Great job, Team!**

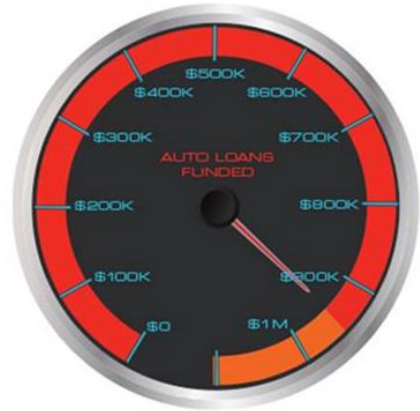


### #LoveMyRide Auto Loan Campaign

April 18 to May 31, 2016  
Week 6 Results – As of May 31, 2016

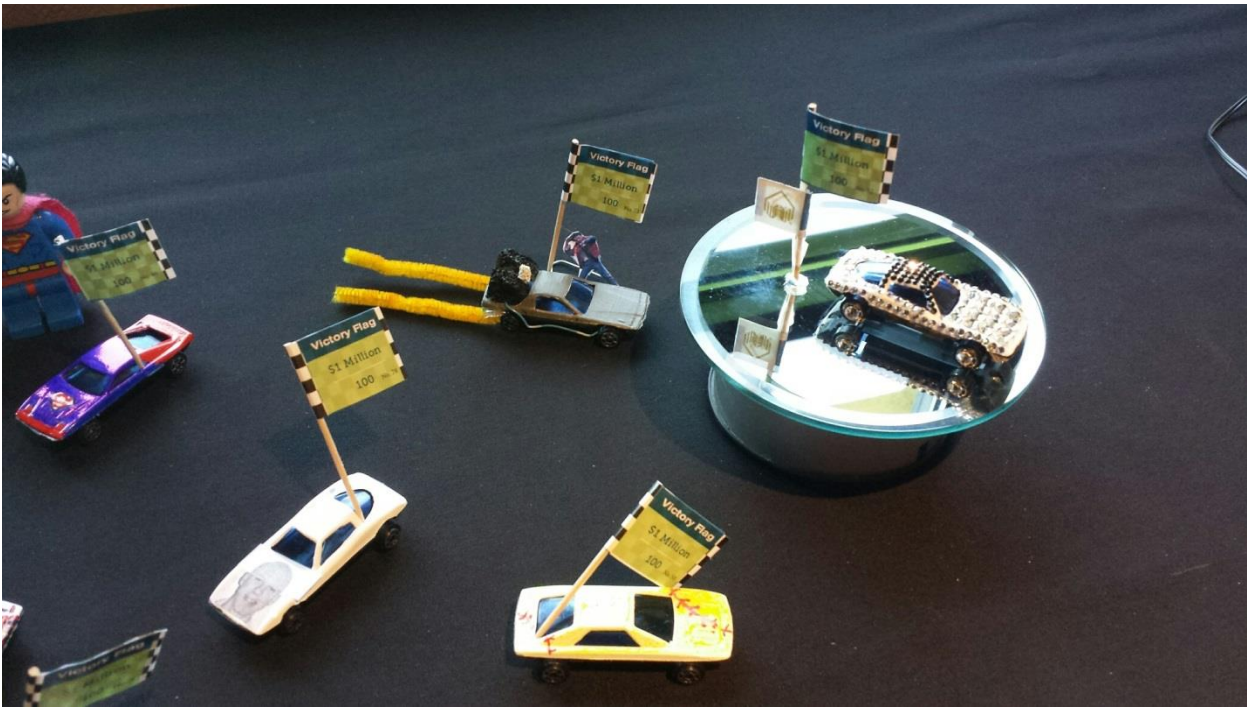


**Goal: 100 Applications**  
**Actual: 100 Applications**  
+  
**10 Pending Applications**  
**Processing Post-Campaign**  
=  
**110 Applications**



**Goal: \$1 Million**  
**Actual: \$948,216**  
+  
**\$155,629 Pending Funded Loans**  
**Processing Post-Campaign**  
=  
**\$1,103,845**

At the end of the campaign, we had a car design contest wherein staff had the opportunity to get creative and “jazz up” their toy car for an “Auto Show.” Car design with the most votes won a free car wash. Below are the car show entries.





Posters for “Car Show” displayed at the break room for voting instructions and the voting ballot. Employee with the most votes wins a free car wash.

**Cast your vote here!**

1. Grab a voting ballot.  
(One vote per person.)
2. Pick your favorite car.
3. Complete the ballot with car number.  
(Located on the flag.)
4. Drop your vote in the box.

Thank you!



Welcome to the...

**#LoveMyRide Car Show**

Friday, June 3, 2016


Car Registration: 9am-10am

Staff Voting: 11am-3pm

Winner announced Monday, June 6th!

All staff email announcing winners of car show. One winner from each branch won a \$20 Car Wash.

From:  Mktg  
To:  All Staff  
Cc:  
Subject: Best in Show Winners



**CONGRATULATIONS!**

**Thank you to all those who participated in our #LoveMyRide Car Show!**  
Please be sure to pick up your cars from the break room by the end of today.

Great job everyone on the success of our #LoveMyRide Auto Loan Campaign!