



2023 Home Improvement Options Campaign – Biomedical/NIH/Member



Overview: The credit unions first campaign directly targeting the biomedical, NIH employee, and Member base, this campaign used generic campaign imagery to appeal across a wide cross section of the credit union's target market.

Audience: The campaign targeted bio-medical professionals, NIH employees/contractors, and current credit union members and their families.

Campaign Launch Date: 4/24/23

|| Campaign Theme



Loans for Home Improvements

How Much do you need?

\$10,000

\$25,000

\$50,000

\$75,000

\$100,000

\$150,000+

NMLS #803678



edge

Campaign Theme 2



Which loan is right for you?



Home Equity

- Loan amounts up to \$500,000
- Borrow up to 133% of available equity
- We pay all 3rd party fees

Home Improvement

- Loan amounts up to \$25,000
- No equity required
- No collateral needed
- No inspections

[Find Out Now](#)

NMLS #803678



edge

|| Campaign Ads



Campaign Ad 1

NIH Federal Credit Union Sponsored

From \$5,000 - \$500,000, NIH Federal Credit Union has a loan perfect for your next project.

If you work in the biomedical or healthcare industry, the National Institutes of Health Federal Credit Union is THE source for all of your home improvement borrowing.

Tap to take our quick quiz to find out which loan is best for your next project.

It only takes a minute to get started.

*Visit NIHFCUBigDream.com for full details

Loans for Home Improvements

How Much do you need?

\$10,000	\$25,000
\$50,000	\$75,000
\$100,000	\$150,000+

www.nihfcubigdream.com
Biomedical Pros, fund your home improvements [Learn more](#)

Like Comment Share


Campaign Ad 2

NIH Federal Credit Union Sponsored

If you work in the biomedical or healthcare industry, we're THE source for all of your home improvement borrowing needs.

Tap to take our quiz and get matched with the right loan for your project.

*Visit NIHFCUBigDream.com for full details



www.nihfcubigdream.com
Borrow up to 133%* of your home's avail... [Learn more](#)

Like Comment Share

Campaign Ad 3

NIH Federal Credit Union Sponsored

Tap to take the quiz and find out which Home Improvement loan is right for your project.

- Big Amount or Small Amount
- Equity or No Equity
- Simple Project or Complete Renovation

NIH Federal Credit Union understands the unique needs of Biomedical and Healthcare professionals better than a traditional lender.

Tap to take the quiz, it only takes 2 minutes.

*Visit NIHFCUBigDream.com for full details

Which loan is right for you?

Home Equity	Home Improvement
• Loan amounts up to \$500,000*	• Loan amounts up to \$25,000*
• Borrow up to 133% of available equity*	• No equity required*
• We pay all 3rd party fees*	• No collateral needed*
	• No inspections*

[Find Out Now](#)

www.nihfcubigdream.com
Up to \$2,500 in credits* fund your home impro... [Learn more](#)



Like Comment Share

|| Campaign Landing Page




Campaign Landing Page Example

[Visit Active Landing Page](#)

1-855-203-4747

Loans for Home Improvements



How much money do you need for your project? *

Select one

\$5,000 - \$24,999

\$25,000 - \$49,999

\$50,000 - \$74,999

\$75,000 - \$99,999



\$100,000 - \$149,999

\$150,000 - \$199,999

\$200,000 - \$299,999

\$300,000 +

OK ✓



NIH Federal Credit Union is THE loan source for Biomedical and Healthcare Professionals.


[View Full Terms & Conditions](#)

*Required Question

This submission is not an application for credit and will not affect your credit score. You do not need to be a member of the NIH Federal Credit Union (NIHFCU) to submit this request.

NIHFCU
P.O. Box 6475
Rockville, MD 20849-6475
NMLS#803678

© NIH Federal Credit Union



NCUA - Your savings are federally insured to at least \$250,000 and backed by the full faith and credit of the United States Government.
EHO - We do business in accordance with the Fair Housing Act and Equal Credit Opportunity Act.



2023 Home Improvement Options Campaign – Biomedical/NIH/Member

