



2023 Nurses Month Campaign



Campaign Overview: The 2023 Nurses Month campaign was designed to recognize nurses for their commitment to society, their dedication, and their hard work, while promoting the credit union's nurse-focused brand and membership benefits. The campaign utilized an "enter to win" sweepstakes, with a giveaway of a Muse Smart Headband to encourage Nurses to focus on their mental wellness

Campaign Launch Date: 5/5/23

|| Campaign Theme



Campaign Theme

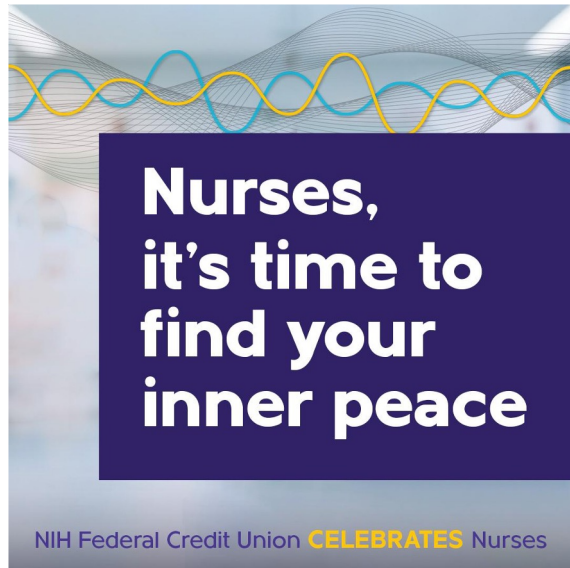


**This Nurses Month,
Its time to focus on
YOU**

|| Campaign Ads



Carousel Ad Graphics



Frame 1



Frame 2



Frame 3



Frame 4

NIH Federal Credit Union Sponsored · 🌐 ... ✕

NIH Federal Credit Union wants to enhance your wellness 🧘 for Nurses Month

Enter to win a Muse-2 Smart Headband

It tracks your overall wellness and acts as your own personal meditation coach.

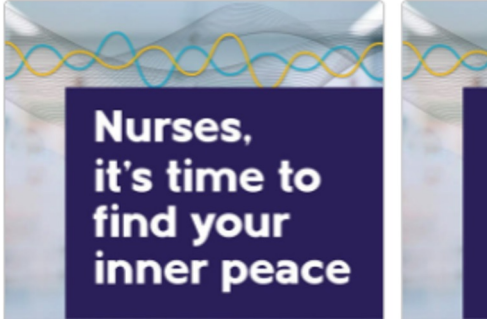
As a nurse, you work hard all year to care for others.

This month, it's time to let someone take care of YOU!

Tap to enter now

No purchase necessary to enter or win.

For Official Rules visit
<https://www.nihfcu.org/nursesweeps2023/>



Nurses, it's time to find your inner peace

NIH Federal Credit Union **CELEBRATES** Nurses

Nurses Win 🧘 Big during Nurses Month [Learn more](#)

Nurses Win 🧘 Big during Nurse's Month

👍 Like 💬 Comment ➦ Share

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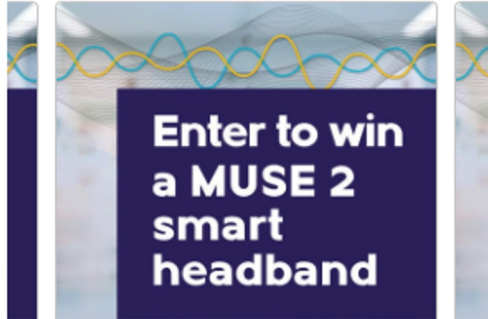
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Enter to win a MUSE 2 smart headband

NIH Federal Credit Union **SERVES** Nurses

Nurses Win 🧘 Big during Nurse's Month [Learn more](#)

Nu Big dur Nurse's Month

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and celebrate Nurses Month by focusing on...

NIH Federal Credit Union **LOVES** Nurses

Nurses Win 🧘 Big during Nurse's Month [Learn more](#)

Nu Big Nu

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YOU

Enter Now

NIH Federal Credit Union **LOVES** Nurses

Nurses Win 🧘 Big during Nurse's Month [Learn more](#)

Se

👍 Like 💬 Comment ➦ Share

|| Campaign Landing Page



Landing Page Example

[Archived Landing Page](#)

[Archived Terms & Conditions Page](#)



NIHFCU is **THE** credit union for nurses

Nurses, enter to win a **Muse 2** smart headband and **start your wellness journey** today!

NIHFCU is celebrating **YOU** with a chance to win a Muse 2 sleep and meditation headband (\$300 value)¹. Enter now and start your wellness journey today.

Which causes you the most stress? *

Submit



As Seen On

Women'sHealth People Forbes Esquire WIRED

|| Supporting Email





NIHFCU is THE credit union for nurses



Nurses, enter to win a Muse 2 smart headband

NIHFCU is celebrating Nurses month by focusing on YOU and your wellness journey! Enter to win¹ a Muse 2 sleep and meditation headband (\$300 value).

[Enter to Win](#)

From your selfless commitment to your tireless work ethic, nurses deserve the best! That's why NIHFCU, THE credit union for nurses, is celebrating YOU all month long.



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