



# 2023 Nurses and Money Campaign



**Overview:** The Nurses & Money campaign utilizes a novel approach to brand marketing. The campaign presents itself as a survey on nurses financial habits, and although there are questions focused on this subject, the survey also contains carefully worded, brand-focused content that is designed to educate nurses about the benefits of NIHFCU membership. The campaign is multifaceted and contains multiple levels of brand content where nurses are rewarded with additional entries into a sweepstakes, the deeper they travel within the survey funnel.

**Audience:** Nursing professionals targeted through email, digital ads, and social media.

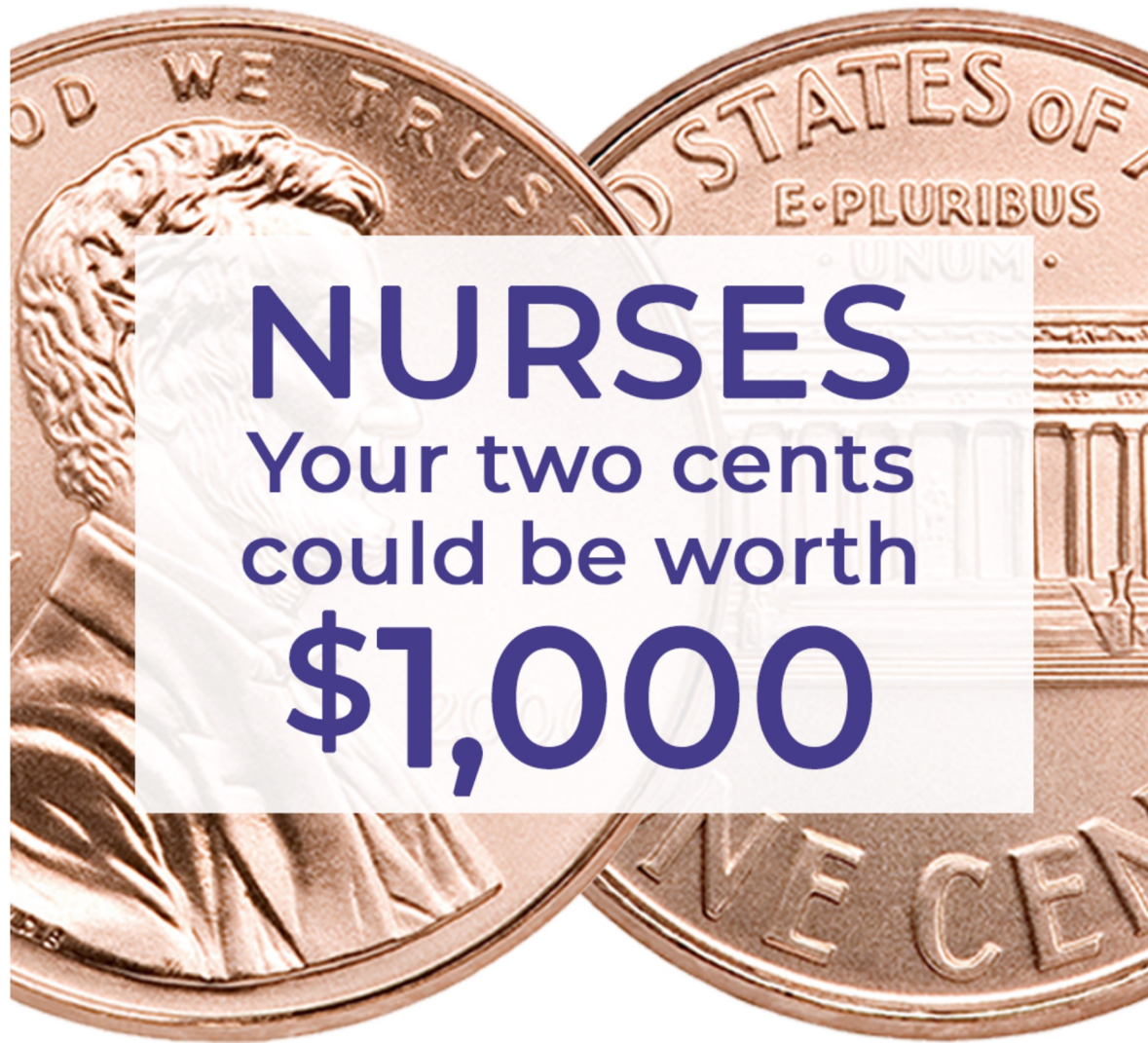
**Offer:** Complete various surveys and receive an entry into a \$1,000 sweepstakes.

**Campaign Launch Date:** 5/4/23



# || Campaign Theme





**NURSES**  
Your two cents  
could be worth  
**\$1,000**





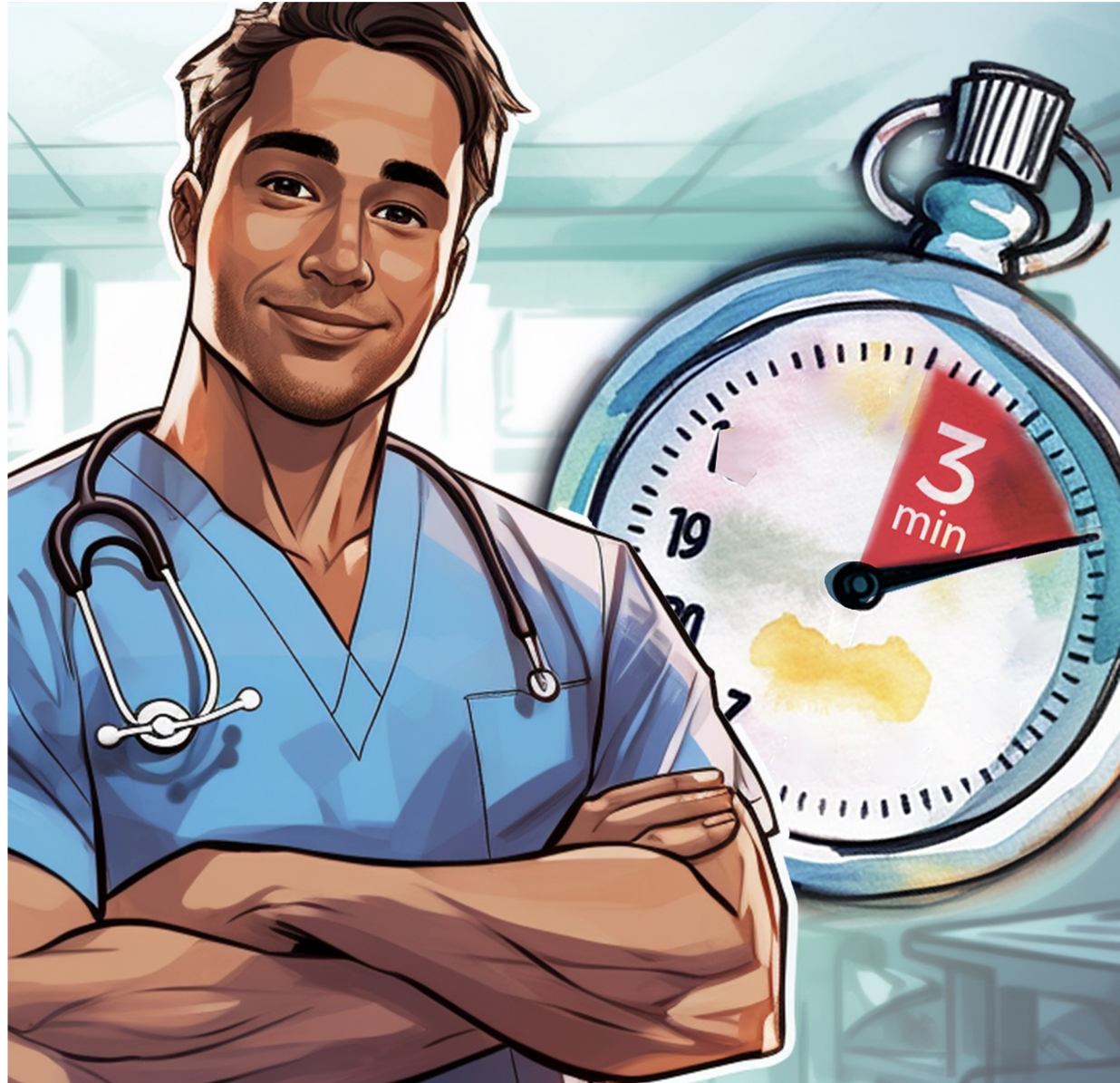


Campaign Theme 3





Campaign Theme 4



# || Campaign Ads





**NIH Federal Credit Union** Sponsored ·

Nurses, take the 3-min Nurses & Money Survey and you could win \$1,000\*

At NIHFCU, THE Credit Union for Nurses, we need your two cents, and we're willing to pay for it!

Take the 3-min survey today!

\*Visit [www.NurseOpinions.com](http://www.NurseOpinions.com) for all of the details.

nurseopinions.com  
Nurses 🗨️ we need your 2 cents [Learn more](#)

Like Comment Share

Campaign Ad 1

**NIH Federal Credit Union** Sponsored ·

Nurses, take the 3-min Nurses & Money Survey and you could win \$1,000\*

At NIHFCU, THE Credit Union for Nurses, we're conducting our annual Nurses & Money Survey and we need your input!

Take the 3-min survey and be entered to win \$1,000

\*Visit [www.NurseOpinions.com](http://www.NurseOpinions.com) for all of the details.

nurseopinions.com  
Take the Nurses & Money Survey [Learn more](#)

Like Comment Share

Campaign Ad 2

**NIH Federal Credit Union** Sponsored ·

Nurses, take the 3-min Nurses & Money Survey and you could win \$1,000\*

At NIHFCU, THE Credit Union for Nurses, we know your time is valuable so we're willing to pay for it!

Take the 3-min survey today!

\*Visit [www.NurseOpinions.com](http://www.NurseOpinions.com) for all of the details.

nurseopinions.com  
3-Min survey=\$1,000 💰 [Learn more](#)

Like Comment Share

Campaign Ad 3

**NIH Federal Credit Union** Sponsored ·

Nurses, take the 3-min Nurses & Money Survey and you could win \$1,000\*

At NIHFCU, THE Credit Union for Nurses, we know your time is valuable so we're willing to pay for it!

Take the 3-min survey today!

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3-Min survey=\$1,000 💰 [Learn more](#)

Like Comment Share

Campaign Ad 4



# || Campaign Email







## Nurses, we want your 2 cents!

(and we're willing to pay for it)

Take this quick survey & you could win \$1,000\*

Question 1:

As a nurse, what is your biggest concern about money?

- A Never having enough
- B I won't be ready for retirement
- C I'm not prepared for an emergency
- D I have too much debt

Nurses & Money Survey

1. The survey will take less than 2 minutes
2. Answers are anonymous, and results will not be made public
3. Nurses who complete the survey will be entered to win \$1,000\*

# || Campaign Landing Page





## Landing Page Example

[Visit Active Landing Page](#)



The Credit Union for Nurses



### We're interested in your 2 cents

Complete the Nurses & Money survey and you'll be entered to win \$1,000

**Question 1**

As a nurse, what is your biggest concern about money? \*

- A Never having enough
- B I won't be ready for retirement
- C I'm not prepared for an emergency
- D I have too much debt

**Enter** ✓

DISCOVER BANKING WITH HEART



\*Required Field

†No purchase necessary to enter or win. Entrant must be age 18 or older and residing in one of the fifty states. Void where prohibited by law. By submitting this survey, you agree to the [Nurses & Money Sweepstakes terms and conditions](#).

Your information is confidential, safe, secure and adheres to our Privacy Policy.



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