

EFCU Representative

Campaign Overview

PURPOSE

Increase membership with the primary account age being 45 and below.

CAMPAIGN LENGTH

April 1 – December 1, 2014

RESPONSIBILITIES

The chosen EFCU Representatives will help increase membership at EFCU by doing the outlined expected tasks:

- ⊕ Be knowledgeable of EFCU and its products and services
- ⊕ Talk positively and truthfully about EFCU through word of mouth, social media, and any other appropriate formats
- ⊕ Attend union events
- ⊕ Distribute provided EFCU materials
- ⊕ Communicate regularly with EFCU's Marketing/ Business Development Officer, Cacie Carganilla, regarding progress and to learn of any new tasks
- ⊕ Keep a positive attitude with peers while promoting EFCU

Please note that representatives may be asked to perform tasks which are not outlined in this Campaign Overview.

REWARDS

- ⊕ For each new EFCU member from a representative's union, that representative will receive \$5. Representatives will have the choice of being paid monthly, quarterly, or at the end of the campaign. **Representatives will only be paid for members coming from their union**
- ⊕ Quarterly, there will be drawings for one representative to win \$100. The drawings will be based on recruitment for loans. For every member who mentions a rep's name when applying for a loan, the rep's name will be entered into the drawing. Drawings will take place at the end of the month in June, September, and November.
- ⊕ At the end of the campaign, the representative whose union makes up the most new members will win a grand prize of \$500 - \$300 to the rep & \$200 to his/her hall.

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ADDITIONAL DETAILS

- ⊕ Each representative will receive 100 EFCU business cards and a nametag to help with recruitment

I agree to the terms as outlined in this Campaign Overview. I understand that there may be additional tasks asked of me during the course of this campaign that are not outlined here. I have asked any clarifying questions I may have had to ensure complete comprehension of what is expected of me as an EFCU Representative.

Print Name _____

Signature _____

Date _____

Please circle preferred payment frequency:

Monthly

Quarterly

End of Campaign