



Here's to the Hardworking Americans Contest FAQs

How do I enter the "Here's to the Hardworking Americans Contest"? TO ENTER: Visit ZealCU.org/Nominate (the "Contest Site") during the entry period and complete the entry form. Entrants must complete and submit the requested information, including *nominator's* first and last name, phone number, email address, as well the *nominee's* email address, phone number, explanation of why this person/business is being nominated, selection of nominee characteristics, and whether the nominator or nominee is a member of Zeal Credit Union.

How many entries can I submit?

There is no limit to the number of submissions per nominator.

How long does the nomination period last?

The promotion will run from March 1, 2024 – April 1, 2024, at noon/12:00pm.

What does each Prize include?

Six (6) Prizes: Six (6) individuals will be selected. A \$500 prize will be given to the nominee, \$200 to the nominator, and a \$500 donation will be made on the nominees behalf to one of the 501(c)3 charities listed on the contest page at ZealCU.org/Nominate. All taxes are solely the responsibility of the recipients. All prizes will be awarded.

What happens if more than one person nominates a winner?

The \$200 will be divided among those who nominated the winner.

When does the selection occur and what are the odds of winning?

On or about April 15, 2024, judges will select six (6) recipients from among all eligible entries received according to the judging criteria. A nominee's odds of winning will be based on how many entries are received and the scores each entry receives. All recipients will be notified by April 30, 2024.

How will I be contacted if I win?

The potential nominator and nominee shall be notified using the email address and phone number that were provided as part of the entrant information.

What will my entry be judged on?

Each Entry shall be judged separately based on the following judging criteria and with the following weight given to each such criteria ("collectively, the "Judging Criteria"):

- A. **Impact: 25%** Each Entry will be judged for the impact this person made/is making within a Michigan community. Did/do they have a significant impact on the life or lives of another?
- B. **Compelling Story Pitch: 50%** Each Entry will be judged based on the reason stated in the entry that the nominee should be selected as the winner.
- C. **Creativity: 25%** Each Entry will be judged on its creativity.

The six (6) Eligible Entries having the highest combined scores shall be declared to be Potential Prize Recipients, subject to verification by the Credit Union. In the event of a tie, the Eligible Entries having the most compelling stories will be declared the Potential Prize Recipients from among all tying Eligible Entries, as determined by the Judges in their sole and absolute discretion. Judging decisions shall be final on all matters relating to the Contest.

Why do the nominee and I need to complete a photo/video release?

Recipient stories will be captured through photos and video and shared on the Zeal Credit Union website and social channels such as Facebook and Instagram and may be used on other outlets such as billboards or printed materials. Recipients must agree to have his/her story shared through photo/video and other media before final selections and donations are made.

Why is it necessary to share my email address and phone number?

Your email address and phone number will only be used if there is a question regarding the information you have provided, or to notify you if your entry is selected.

Will you use my email address and contact information for other purposes?

If you have opted in to receive future communications from Zeal, you may receive periodic emails regarding this program. You may opt-out of receiving emails at any time by clicking *unsubscribe* in your email. At Zeal Credit Union, we take your privacy and security seriously. For more information on how we use the data collected, please refer to our [privacy policy](#).

I don't see my question listed on the FAQs.

Please email us at Marketing@ZealCU.org and we will assist you.