Bucks for Buckeyes Savings Account Product Profile
Prize-Linked Savings Account Program – Bucks for Buckeyes

Product Description
The Ohio Credit Union League (OCUL) offers a Prize-Linked Savings (PLS) Program, Bucks for Buckeyes, that facilitates statewide and credit union specific-prize pools which members of participating credit unions may qualify for entry. OCUL aggregates entries, verifies qualification of each member entry, and facilitates periodic prize drawings to award cash prizes to the winning member(s) for quarterly, monthly, and annual prize drawings.

Value Proposition
Prize-Linked Savings is a concept that mixes savings balances earning interest with the chance to win cash prizes as an additional incentive to save.

Target Market
PLS is designed to appeal to low-to-moderate income individuals, non-savers, and youth, but all members are eligible to participate. Participating credit unions must be domiciled in Ohio and eligible members must be Ohio residents or domiciled in a state whose laws permit prize-linked savings programs.

Benefits
- Mission – Supports credit unions’ mission to serve financially vulnerable members who have the hardest time saving;
- New Members – An estimated ten to 15 percent of all PLS participants are new members, plus the added benefit of increased deposits;
- Cross-Selling Opportunities – An estimated two-thirds of PLS participants say they are more likely to use other credit union products; and,
- Increased member satisfaction.

Product Features (standard)
Traditional Savings Account (restricted, with CD qualities like a holiday club account)

- Opening deposit minimum of $5 required and unlimited deposits allowed;
- Interest Rates – To be determined and set by each credit union;
- Bucks for Buckeyes qualifying entry amount =
  - $20 month-over-month balance increase;
  - Max number of total entries (per month) in statewide drawing = 5 ($100);
- Max number of total entries (per month) in credit union member-only drawing = 5 ($100);
- Max number of total entries (per quarter) in statewide drawing = 15 ($300);
- Max number of total entries (per quarter) in credit union member-only drawing = 15 ($300);
- Max number of total entries (per year) in statewide drawing = 60 ($1200); and,
- Max number of total entries (per year) in credit union member-only drawing = 60 ($1200).

- Limited to one consumer account per person (or joint membership account, with primary account holder receiving entry) per participating credit union.

- An account holder is only eligible to win once per statewide drawing pool; for example, an account holder, regardless of the number of entries, may only win one monthly statewide drawing per month, and one quarterly statewide drawing per quarter.

- Account holder requirements:
  - At least one account holder must be 18 years of age or older, OR an individual minor may hold an account with parental agreement to participate;
  - Must be an Ohio resident or domiciled in a state whose laws permit prize-linked savings programs;
  - All members in good standing are eligible to participate (including directors, committee members, employees, etc.);
  - Account must be open and active to win during drawing period. All earned entries at the time of account closure are forfeited;
  - Business and trust accounts, or other non-consumer accounts are not eligible.

- Withdrawal Limits:
  - After a third withdrawal per 12-month period, the credit union may close the account without penalty;
  - If an account is closed the consumer is ineligible to open another Buckeye Bucks account at the same credit union for a period of 90 days and all entries earned to that point are also forfeited upon closure; and,
  - An account may be closed at any time by the member, without penalty, however all earned entries are subsequently forfeited.

- Early withdrawal fees:
  - First withdrawal = $10;
  - Second withdrawal = $10;
  - Third withdrawal = may result in account closure (no penalty), all entries forfeited; and,
A participating credit union may elect to waive any and all early withdrawal fees.

- After 12 months of savings:
  - The credit union may allow a rollover to a credit unions savings product at the same credit union at the end of the 12 months anniversary savings date, without penalty; or,
  - The account holder, upon reaching the holder’s 12-month anniversary date from account opening, is permitted to make one penalty-free withdrawal from the account during the anniversary month. For example, if someone opens an account May 24, 2018, they have all of May 2019 to exercise their onetime penalty-free withdrawal; or,
  - After 12 consecutive months of savings, the Bucks for Buckeyes Savings account may automatically roll-over to a new savings period. However, the balance in the account will not re-set nor be credited as if it were a deposit.

Prizes and Prize Pool
The following prizes and prize pool will be for the Ohio statewide drawings.

- $17,000 in prizes will be distributed during the entirety of 2020. Prize amounts and the number of winners are subject to change based on additional participants in the program.
- Drawings will occur on or about the 10th of each month, or the next business day, for the previous month, and/or quarter end, and/or year end.
- The number of prizes, prize denominations, and prize pool are dependent upon the total participation by credit unions and are subject to change in the sole discretion of OCUL. By October 1, 2020 OCUL will communicate the finalized 2021 prize-pool and drawings to each participating credit union.

2020 Ohio State Drawings:
- 8 drawings per calendar month of $100 each;
- 4 drawings per calendar quarter of $300 each;
- 1 Special Holiday drawing of $1,000 to be held in December 2020; and,
- 1 annual Grand Prize drawing of $3,000 in January 2021.

Credit Union Specific Drawings:
Individual credit unions will also be permitted to create credit union specific member drawings as well.

Requirements for credit union specific prize pools and drawings include:

- Credit unions will have the option to hold monthly, quarterly, and/or a Grand Prize (annual) drawing.
• Credit unions may also elect to have one “special” drawing that is required to be approved and scheduled at least 45 days in advance that coincides with the existing prize drawing schedule. Additional details are provided in a special prize election form.
• Credit unions may choose the number of winners allocated for each drawing, however drawings must be of the same denomination or value chosen by the credit union. For example, if a credit union chooses to have three monthly winners, all three must receive the same prize denomination or value.
• An account holder is only eligible to win once per member-only drawing pool.
• The annual and/or Grand Prize cash drawing will select one winner.

Assessment & Administrative fee
A credit union’s prize pool assessment will be based on asset size as reflected in the most recent Call Report, and will be adjusted annually. Credit unions will be invoiced following execution of the contract to participate in the program.

A flat $2,000 one-time implementation fee.

A flat $1,000 annual administration fee will also be due along with the assessment.

A flat $500 credit union-specific prize pool administration fee will be assessed if the credit union elects to have its own credit-union specific prize-pool.

The following is the state-wide prize-pool contribution schedule for 2020:

< $20 million: $600
$20-29 million: $750
$30- $59 million: $1,500
$60- $99 million: $2,000
$100 – $249 million: $4,000
$250 – $399 million: $6,000
$400-$600 million: $8,000
$601-$999 million: $10,000
> $1 billion: $12,000

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