

REAL Member Solutions VIDEO CONTEST

Grab that Camera and Make it REAL!



Calling on all REAL Solutions participating Leagues & Credit Unions to Capture the REAL Stories and Share the REAL Solutions by video taping REAL Life Member Stories.

Contest Runs: June 1 - November 2, 2009

Video Entries Only: Run times: No more than 3 minutes in length.

Submissions: No limit.

Winning Entries: The grand prize-winning entry will earn 3 free trips to Washington, DC: for the winning league, credit union, and member. Grand prize winners will share the stage at a VIP event as guests of the National Credit Union Foundation. Up to 5 winning entries will be featured on the REAL Solutions Impact Center at www.REALSolutions.coop, on YouTube.com and promoted nationally.

Contest Guidelines and Conditions on back.
Sponsored by: National Credit Union Foundation and the REAL Solutions® Program



REAL Member Solutions Video Contest Guidelines and Conditions

Contest Guidelines:

Video Entries must reflect the credit union members' story, not just highlight successful REAL Solutions credit union programs. These program stories can be, but not limited to:

Affordable products and services

- Foreclosure assistance stories
- Savings programs – beyond the norm such as prize based savings or savings challenges – or other such programs designed to increase wealth
- Used car programs that helped a credit impaired or non-prime borrower get a loan for a quality used car
- Members saving from payday loan products
- Special wire remittance programs and check cashing programs
- Taxpayer assistance

Services to previously underserved members – young people, immigrants, families with disabilities, senior member and working families

- Education programs such as reality fairs, youth branches
- ESL Classes
- A financial education program that enhanced quality of life.

Contest Conditions:

The contest runs from June 1, - November 2, 2009. Only credit union leagues and credit unions participating in the REAL Solutions® program are eligible to enter.

Helpful details can be found at www.REALSolutions.coop. Click on Member Testimonial Tool Kit. **Videos must be received by Monday, November 2, 2009.**

The testimonials should be captured on video. The entries should be no shorter than 30 seconds and no more than 5 minutes. Entries will be judged by the following criteria:

- Members who portray his/her story with sincerity – humor or be motivational. The member story should include quantitative and qualitative information on how they were helped by the credit union. A member who articulates his story well and would be appealing to listeners is a plus.
- Members must be willing to sign a waiver allowing the National Credit Union Foundation, the Credit union league and credit union to use the video footage and his/her name.
- Videos do not have to be professionally produced - but must be clear and easy to hear and understand. The video must have a clear relevant message and story meaningful to members helped by REAL Solutions.
- A league and credit union may submit as many entries as they wish. It is important to remember – NCUF is looking for member testimonials – not information about successful programs.

Video Submissions:

Helpful details can be found at www.REALSolutions.coop. Click on Member Testimonial Tool Kit. **Videos must be received by Monday, November 2, 2009.**

DVD or USB along with contact information and copies of Release Authorization and Publicity Consent Forms to: Lois Kitsch, REAL Solutions National Program Director, 601 Pennsylvania Avenue, NW, Suite 600, South Building, Washington, DC 20004-2601.

Or send an email with a short description including: league contact information, credit union/member contact information, and copies of release Authorization and Publicity Consent Forms to Jill Stevenson at jstevenson@ncuf.coop. She will forward the link and instructions for you to upload the video to the REAL Solutions Group on YouTube.com.

Entries will be judged by representatives from NCUF and the NCUF's REAL Solutions advisory group.

Winning Entries:

Five winning entries will be featured during the night of the Herb Wegner Memorial Awards Dinner at the Credit Union National Association's Governmental Affairs Conference.

- The grand prize winning video will be shown during the Major Donors reception. The grand prize winners will be awarded:
 - Round trip airfare and accommodations in DC, plus tickets to attend the Wegner Awards Dinner including the Major Donors reception for the member, one credit union and one league representative.
- The four second prize video entries will be shown during CUNA's GAC.
- All 5 winners will be featured on YouTube.com and on the REAL Solutions Impact Center, at www.REALSolutions.coop.
- Press releases announcing winners will be published through the credit union trade press.

How will the leagues and credit unions benefit by participating?

- The videos will be available for posting on the league and credit union web sites.
- The videos will provide material that can be shared with local and national legislators.
- The videos can be used for state wide advertising campaigns.
- The videos will provide national exposure for their state's credit unions.