

BUCKS FOR YOU, BUCKS FOR CHARITY.







	Projected Live/Send/Start/In Market Date												
		Promotion Dates: November 2 - December 18											
		Due Date				1101		01 2			JC1 1		
	October			N	love 	ovember 			Dec	ember			
Week of	5	12	19	26	2	9	16	23	30	7	14	21	28
Mini Site Pages													
:15 Video [YouTube/Facebook/Brandview/Military Spouse, etc.]													
Email		Ι	Π	<u> </u>		Ι	l						
Launch Email [Exact Target0175/email sent] - PBs/FBs					3								
Follow Up Email [Exact Target]									3				
Time Is Running Out To Enter [Exact Target0175/email sent]							16		8		15		
Thanks You For Entering [Exact Target0175/email sent]								25				22	
Winners [Send dates TBD based on verification]										7			
Promoted on ITA emails					>					Ė	V		
Military Spouse Mag Eblast							17			10			
Ameriforce Eblast							17			10			
ArmyWife101 Eblast [banner ad]										10			
,													
Online													
Brandview [feature story, banner ads, socializing across their sites] MilitarySpouse.com [feature story, banner ads, socializing across their					>						< <		
sites] ArmyWife101.com [blog, banner ads, socializing]													
Facebook newsfeed													
Facebook promoted posts													
AdWords video promotion													
PS Mobile App Banner & Icon					>						V		
PMLcom Mobile Site [promote same as GUG]					^						٧		
StumbleUpon					^								
Google Display Network						>					٧		
Gmail Sponsored Promotions						>					٧		
PML Facebook Page					^						٧		
Twitter					^						٧		
Google+					٨						V		
Yahoo Sponsored Article					۸						٧		
Pinterest					۸						٧		
PMLcom Hero & Right Rail					>						<		
Offline													
Base Housing Postcard										$\vdash\vdash$			
Military Spouse Magazine								24					
Military Times				30			16	24		7			
Mall Signage				-	>						V		
LPO Office Poster					^						<i>'</i>		
LPO Flyer					^						/		
Phone Script for LPO/LV						>					/ V		
Those Script for El G/EV													
PR	L		L										
Press Release													
Charities cross-promote on their sites:													
Patriot PAWS [banner on home pg of site & main FB page]						>					<		
Homes For Our Troops [FB group link and possibly main FB page]						>					٧		
ThanksUSA [banner on home pg of site]						>					<		
	†	t	\vdash	 	1								
Fisher House										, ,			

MANAGE ACCOUNT

APPLY NOW

MILITARY LOANS

SECURITY A

HELP ?

MILITARY LIFE

LOCATIONS •

VA LOANS

CONTACT US

Search.

LEARNING CENTER

ABOUT US

Q



COMING SOON

Starting November 2nd you have a chance to win \$2,000 for you, and the charity you choose from our list of military-focused nonprofits. We'll even make the donation in your name! Two winners will be selected and awarded \$2,000 for themselves and a charity! When you win, charities win.

Need extra cash to brighten your season?

APPLY NOW





Official Rules | We Respect Your Privacy

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. Open only to legal residents of the 50 United States and the District of Columbia, 18 or over and a member of the Army, Marines, Air Force, Navy or Coast Guard either full-time, active-duty, 20-year career retired, medically retired, veteran, National Guard or Reserve or the spouse of same. Void elsewhere and where prohibited. Sweepstakes ends December 18, 2015. Subject to complete Official Rules.

LOANS FOR THE HOLIDAYS

Need a little extra cash to brighten your holiday season?

APPLY NOW



LEARN MORE ABOUT THE WIN WIN CHARITIES









MILITARY LOANS How to Apply Who Can Apply **Active Duty Military Loans** Military Personal Loans Risk-Free Guarantee Military Financing How To Get Your Money Account Access

MILITARY LIFE Military Expenses Family Life Loans for Home Military Travel Loans Military Auto Loans **Debt Consolidation**

VA HOME LOANS LEARNING CENTER

Blog **Financial Guides** Spouse Resources Credit Repair Kit **Financial Podcasts** Valiant Voices

ABOUT US Newsroom **Customer Bill of Rights** Community Reviews Awards

Business Partnerships Careers Service Areas Find us on Google+

Search... f 👺 🏖 👑 🖗 t





ENTER FOR A CHANCE TO WIN!

Here's your chance to win \$2,000 for you, and the charity you choose from our list of military-focused nonprofits. We'll even make the donation in your name! Two winners will be selected and awarded \$2,000 for themselves and a charity!

When you win, charities win — so enter today!

2 Grand Prize Winners

\$2,000 for you and \$2,000 for a military focused nonprofit organization

Enter your email address below to get started!

Email Address

NEXT





Official Rules I We Respect Your Privacy

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. Open only to legal residents of the 50 United States and the District of Columbia, 18 or over and a member of the Army, Marines, Air Force, Navy or Coast Guard either full-time, active-duty, 20-year career retired, medically retired, veteran, National Guard or Reserve or the spouse of same. Void eisewhere and where prohibited. Sweepstakes ends December 18, 2015. Subject to complete Official Rules [PioneerMilitaryLoans.com/contestrules].

REGISTER TO WIN!

Just complete the form below and let the season of winning and giving begin! Be sure to indicate which charity you wish to receive a donation if you win!

*First Name		*Last Name		Yes, I would like to receive information from Pionee Services about promotions and special offers.
*Address				* I am at least 18 years of age as of 11/02/15 to
*Address 2				enter; must show a valid military ID and agree to the Official Rules.
*City	-	*State	*	*Please type the characters you see in the box
*Zip Code	-	*Phone		
		Will only be used to conta	act winners	*Indicates required field
*Military Status	-	*Military Branch	-	SUBMIT
*Choose Your Cha	arity		+	





Official Rules I We Respect Your Privacy

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. Open only to legal residents of the 50 United States and the District of Columbia, 18 or over and a member of the Army, Marines, Air Force, Navy or Coast Guard either full-time, active-duty, 20-year career retired, medically retired, veteran, National Guard or Reserve or the spouse of same. Void eisewhere and where prohibited. Sweepstakes ends December 18, 2015. Subject to complete Official Rules [PloneerMilitaryLoans.com/contestrules].

WELL, THIS IS EMBARRASSING

We're sorry, but only full-time, active-duty military personnel, 20-year career-retired military, medically-retired military, National Guard or reserves, veterans and military spouses of the previously mentioned, are eligible for the Win-Win Giveaway.





Official Rules I We Respect Your Privacy

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. Open only to legal residents of the 50 United States and the District of Columbia, 18 or over and a member of the Army, Marines, Air Force, Navy or Coast Guard either full-time, active-duty, 20-year career retired, medically retired, veteran, National Guard or Reserve or the spouse of same. Void eisewhere and where prohibited. Sweepstakes ends December 18, 2015. Subject to complete Official Rules [PloneerMilitaryLoans.com/contestrules].

THANK YOU & GOOD LUCK!

Thanks for entering the Win-Win Giveaway from Pioneer Services — you're done!

And don't forget – you can come back to the site once a day, every day during the giveaway and simply enter your email address for additional entries.





Official Rules I We Respect Your Privacy

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. Open only to legal residents of the 50 United States and the District of Columbia, 18 or over and a member of the Army, Marines, Air Force, Navy or Coast Guard either full-time, active-duty, 20-year career retired, medically retired, veteran, National Guard or Reserve or the spouse of same. Void eisewhere and where prohibited. Sweepstakes ends December 18, 2015. Subject to complete Official Rules [PloneerMilitaryLoans.com/contestrules].

WOW YOU'RE REALLY TRYING TO WIN-WIN THIS GIVEAWAY!

Oops, it seems we've already received your entry for today. Come back again tomorrow and every day through December 18, 2015 for more chances to win!





Official Rules I We Respect Your Privacy

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. Open only to legal residents of the 50 United States and the District of Columbia, 18 or over and a member of the Army, Marines, Air Force, Navy or Coast Guard either full-time, active-duty, 20-year career retired, medically retired, veteran, National Guard or Reserve or the spouse of same. Void eisewhere and where prohibited. Sweepstakes ends December 18, 2015. Subject to complete Official Rules [PioneerMilitaryLoans.com/contestrules].

THE GIVEAWAY HAS ENDED.

We're sorry but the Win-Win Giveaway is now closed. We wish you happy holidays and a bright new year!

Still need extra cash to brighten your season?

APPLY NOW





Official Rules I We Respect Your Privacy

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. Open only to legal residents of the 50 United States and the District of Columbia, 18 or over and a member of the Army, Marines, Air Force, Navy or Coast Guard either full-time, active-duty, 20-year career retired, medically retired, veteran, National Guard or Reserve or the spouse of same. Void eisewhere and where prohibited. Sweepstakes ends December 18, 2015. Subject to complete Official Rules [PioneerMilitaryLoans.com/contestrules].





A Holiday Giveaway for Service Members and Military Spouses



o Chances to Win

Cash for You a



PioneerHolidayBucks.com

MILITARY LOANS FOR THE HOLIDAYS

Between brightening up the holidays or covering unexpected expenses, sometimes you just need a little extra cash. That's why we offer personal military loans to help with all your financial needs this holiday season. Turn to us for:

- \$1,000-\$10,000 with fixed rates and payments
 All ranks, branches, and credit types eligible
- Apply online 24/7 or by phone at 1-800-FOR-LOAN

TO ENTER OR APPLY FOR A LOAN:





IT'S A WIN-WIN THIS HOLIDAY SEASON

TWO CHANCES FOR YOU AND A CHARITY TO WIN BIG

- The Will All a Coveney is year chapte to min cash this heliday season and share
- your good fortune with a military charity. Meft select bee \$2,000 win was. Then we'll make a denation is your name to the charity you choose from our list.
- Mhen you win, charities win too, so enter today! Tirst drawing on Nevember 2015



4700 Belleview FAE. Saite 300







Pioneer Services military loans for the money you need.

- * \$1,000 to \$10,000 for travel or special purchases
- * All ranks, branches & credit types eligible to apply
- * Fixed rates & payment plans
- * 15-day change your mind guarantee

The Win-Win Giveaway to brighten your holidays.

- Two \$2,000 winners enter by 12/18/15
- * Donation to a military charity in each winner's name
- * Two chances to win for you & charity
- * For service members & their spouses

To enter the contest or learn more visit:

PioneerHolidayBucks.com



©2015 Pioneer Services. All loan applications are confidential and subject to our credit policies. If you are approved for additional funds, we will consolidate any existing loan balance together with the additional funds so that you will only have one loan. The loan origination fee is calculated as a percentage of your loan amount. No official U.S. military endorsement is implied. MidCountry Bank is a member FDIC. FY16 DL-004

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. Open only to legal residents of the 50 United States and the District of Columbia, 18 or over and a full-time active duty, 20-year career retired, medically retired member or veteran of the Army, Marines, Air Force, Navy, Coast Guard, or National Guard or Reserve, or the spouse of same.

Void elsewhere and where prohibited. To enter: visit www.PioneerHolidayBucks.com, between 11/02/15, 9:00 a.m. PT and 12/18/15. 11:59 p.m. PT, follow directions to enter. Odds of winning will depend upon the number of eligible entries received. SPONSOR: Pioneer Services, a Division of MidCountry Bank, 4700 Belleview, Suite 300, Kansas City, MO 64112. Subject to additional terms and conditions contained in Official Rules. available at PioneerMilitaryLoans.com/contestrules.

Campaign Activity

