

# Fall 2023 Layer Up Campaign



**Message:** Team members joining between 10/10 and 12/1 make a \$25 deposit in the first 30 days and we'll double it!

**Timing:** Oct 10<sup>th</sup> – Dec 1<sup>st</sup>

**Channels:**

- Email to ~350K team members
- Text to ~75K team members
- Posters in all Stores/DCs
- TargetPayandBenefits.com promo
- Handouts and posters for Demo Day and DC visits
- Landing page: [TargetCU.org/LayerUp](https://TargetCU.org/LayerUp)

**Results:**

- Total new TCU members – **1,491**
- Members who qualified - **691**
- Total dollars paid out – **\$17,275**

