



## New Year's Eve Giveaway

### Push

Push  
#1

 **Ring in the New Year with \$2,100 in prizes!**   
Claim a cash advance for a chance to win \$\$\$

### In-app


Header copy

**10 winners & \$2,100 up for grabs!** 

Body copy

Starting 12/29 at 12:01 am until 11:59 pm on 12/31, claim a cash advance of any amount and you'll be entered for a chance to win some extra dough!

4 winners will pocket \$100 each  
3 winners will receive \$200 each  
2 winners will score \$300 each  
1 winner will take home \$500


Don't wait—the countdown is on, and so is your chance to win. 

CTA


<Let's go!!>

### Email

Subject Line  
& Pre Header

SL: \$2,100 in prizes & 10 winners!   
PH: Claim a cash advance to enter.

Header Copy

Start 2025 with a cha-ching! 

Body Copy

The countdown is on! Claim a cash advance of any amount in the Klover app starting 12/29 at 12:01 am up until the New Year's Eve ball drops (11:59 pm on 12/31) and you'll automatically be entered in our giveaway for a chance to win some extra cash.

A total of 10 lucky winners will start off the new year with an additional reason to toast!

4 winners will pocket \$100 each  
3 winners will receive \$200 each

	<p>2 winners will score \$300 each 1 winner will take home \$500</p> <p>No glitter, no confetti—just money up for grabs (but hey, throw some glitter if you feel like it). ✨ Prizes will be received in the form of Visa gift cards and winners can expect their prizes to arrive 5–7 business days after 1/1/25.</p> <p>Don't just count down the seconds—count the dollars you could win!</p>
CTA	<Claim a cash advance>