



SHARE DRIVE CAMPAIGN - EKEZA NA IMARIKA SACCO USHINDE GARI.

We are pleased to inform you of the official roll out of the savings mobilization enhancement initiative dubbed "**Ekeza na Imarika Sacco Ushinde Gari**" promotion campaign.

Campaign Overview

The campaign is designed to encourage increased member participation in share capital and deposits, strengthen member ownership, and foster a savings culture within the SACCO.

Campaign Mechanism

- The campaign kicks-off on **7th July, 2025** and will run upto **29th November 2025**.
- For every member who deposits Ksh 1,000 or more above their standard monthly share capital/deposit contribution, they will earn an entry to the draw.
- Entries will be calculated based on the transaction value, with a minimum qualifying deposit of Ksh 1,000.
- The higher the deposit amount, the more the raffle entries, and hence the greater the chances of winning.
- The campaign will run both online (via Paybill, USSD) and offline (over-the-counter transactions).

Target Audience

- Current Imarika SACCO members.
- Potential members, including employed individuals, self-employed persons, and small business owners.

Raffle Draws

Weekly Draws: Three (3) winners will each receive Ksh 500, topped up into their share capital account.

Monthly Draws: Three (3) lucky members will win Ksh 2,000, also credited to their share capital account.

Grand Finale Draw:

1. 1st Prize: Brand New Car
2. 2nd Prize: Brand New Tuk Tuk
3. 3rd Prize: Brand New Motorbike.

The grand finale will be drawn on the **1st December 2025**.

Let us EKEZA NA IMARIKA SACCO, Grow our Savings and Win Big!