

InvoiceCloud Sweepstakes

FAQ (Frequently Asked Questions)

1. **What is the sweepstakes about?** Invoice Cloud is awarding thirty-two separate prizes (consisting of thirty (30) \$100 gift cards, 1 Rad Power ebike valued at \$1,500, and 1 Electric Mini Cooper valued at \$30,000) through a random drawing sweepstakes to encourage customers to use electronic payments through Invoice Cloud's payment platform.
2. **When is the sweepstakes?** The sweepstakes begins on October 1, 2021 and ends on December 20, 2021.
3. **Why is Invoice Cloud running a platform wide sweepstakes?** For 8 years, we have been assisting various clients with individual sweepstakes for their customers. Those clients have realized additional growth in the number of customers going paperless, using AutoPay and paying online compared to clients that have not run a sweepstakes. Not only are their customers highly satisfied with the convenience of these features, but clients also realize cost savings from printing and mailing fewer bills, have better cash flow insight through AutoPay and are more engaged with customers through electronic communications.

As we talk with clients, we understand that online payment, paperless and AutoPay adoption is a key metric in measuring the success of their payment collection programs. This program is designed to increase client success. These metrics are also key to the success of Invoice Cloud and because the sweepstakes is open to all clients, we can offer a truly fantastic set of prizes.

4. **How are my customers entered?** When your customers make a payment online between 10/1/21 and 12/20/21, they are allowed one entry into the sweepstakes. If you allow paperless billing and AutoPay enrollment, customers will be allowed an additional entry into the sweepstakes for enrolling in paperless billing, as well as an additional entry for enrolling in AutoPay. If your customer is already enrolled in paperless or AutoPay, they will automatically be entered into the sweepstakes. To encourage your customers that have not yet paid online, first-time payers will be allowed one bonus entry. The maximum number of possible entries per account is 4.
5. **How are winners selected and notified?** The prize winners will be selected from among all eligible entries received by Invoice Cloud in a random drawing held on or around the following drawing date(s): October 29, 2021; November 30, 2021; and December 21, 2021. Winners will be notified by email, phone or mail based upon available contact information ("Notification"). If a prize winner does not respond to Invoice Cloud's Notification within 48 hours of Invoice Cloud's first Notification attempt, the prize will be forfeited and awarded to an alternate winner. Once a prize winner responds to Invoice Cloud's Notification within the 48-hour window, the prize winner will thereafter have 48 hours to accept or reject the prize after their initial response to Invoice Cloud's Notification. The winner of the Grand Prize has 7 days to claim the prize after Invoice Cloud's first Notification attempt.
6. **Where can I view the full InvoiceCloud Sweepstakes rules?** The rules are found here: <https://www.invoicecloud.net/wp-content/uploads/2021/09/InvoiceCloud-Sweepstakes-Official-Rules-91721-1.pdf>
7. **How can I maximize the results for my customers?** Make sure your customers know that they could win one of 32 prizes, possibly an electric car. We've created marketing collateral to help you notify customers and improve your results. Here are some ideas.

- Post a sweepstakes banner on your website
 - Add a message to your Invoice Cloud notification templates
 - Add a notification and QR code to the message area of your paper invoice
 - Post a graphic on your Facebook page
 - Send a sweepstakes announcement email
 - Include a sweepstakes insert in your bill cycle
 - Encourage onsite payers to move to online payments with a poster
 - Add an envelope teaser to bill envelopes
8. **Where can I find the Invoice Cloud-only branded collateral?** The Invoice Cloud-only branded collateral can be downloaded from the Marketing Resource Center (<https://invoicecloud.fisionsystem.com/>) under locate/idea center/sweepstakes.
 9. **Where can I find the co-branded collateral?** You can create these co-branded pieces, including QR codes where applicable, in Marketing Resource Center (<https://invoicecloud.fisionsystem.com/>). They may be found under create/marketing collateral/sweepstakes.
 10. **Which type of branding should I use?** Based on our work with client sweepstakes over the past 8 years, we know that there may be sensitivity to making it clear that the sweepstakes is part of Invoice Cloud and not the billing organization. For this reason, we have created marketing pieces that are strictly Invoice Cloud branded to allow that separation where needed. We are pleased to present the sweepstakes jointly through co-branding if that fits with your organization.
 11. **How do I get a login to the Marketing Resource Center?** Please send an email with MRC login request in the subject area to billermarketing@invoicecloud.com.
 12. **What if our organization cannot participate?** If you need to opt out (in which case your customers will not see any notices about the sweepstakes on your payment portal or be selected as winners through the payment portal entry process), we've made that easy to do. Please [click here](#) to opt out.
 13. **Are any locations exempted from the Invoice Cloud sweepstakes?** Yes, residents of New York, Guam and Puerto Rico are not eligible to participate in this sweepstakes due to sweepstakes regulatory requirements.
 14. **Will my customers be given a choice to opt out?** Yes, an opt out link will be available each time the payer is presented with a sweepstakes announcement.