**Messages**

**Jan 7, 2013**

Reminder:

1. **Control:** “{Name}, remember to save today to earn 5% extra. Sambaza \*140\*XX\*Phone to save”
2. **Lottery:** {Name}, Remember to get a lottery ticket today by saving. You can win up to 200 times your savings. Sambaza \*140\*XX\*Phone to save
3. **Lottery+regret:** Your lucky numbers for today are XXYY. You can only earn the prizes up to 200 times your savings if you save today. Sambaza \*140\*XX\*Phone.

Upon Saving:

1. **Control:** You saved X. You will earn Y extra! Your new balance is Z.
2. **Lottery:** You saved X. Your lucky numbers are 1234. You will learn soon if you win today. Your new balance is Z.
3. **Lottery+Regret:** You saved X. You will earn a prize if your lucky numbers win. Your new balance is Z.

Upon Winning

1. **Control:** You saved X today. You earned Y extra! Y was deposited into your account. Your new balance is T.
2. **Lottery:** Congtratulations! You won prize 2!!!The winning numbers are 1256. Your lucky numbers were 1234. XKsh (100% your savings) extra is deposited into your account.
3. **Lottery+Regret:** Congtratulations! You won prize 2!!!The winning numbers are 1256. Your lucky numbers were 1234. XKsh (100% your savings) extra is deposited into your account.
4. **Lottery+Regret (Win but not save):** You won prize 2!!!The winning numbers are 1256. Your lucky numbers were 1234. But since you did not save yesterday, you can’t earn your prize. Please save today to try the lottery again.

Upon Losing

1. **Control:** You saved X today. You earned Y extra! Y was deposited into your account. Your new balance is T.
2. **Lottery:** The winning numbers are 1256. Your lucky numbers were 8796. Save today to enter the lottery again. Today might be your lucky day!
3. **Lottery+Regret:** The winning numbers are 1256. Your lucky numbers were 1234. Save today to earn your prize of the lottery. Today might be your lucky day!