



usbank.com/scholarship

2024 U.S. Bank Student Scholarship FAQ

Eligibility

Who is eligible for the U.S. Bank Scholarship?

- High school students accepted or enrolled as an undergraduate student (for at least 6 credit hours per semester) as of September 1, 2025, at an eligible, U.S.-based, accredited two- or four-year U.S. brick-and-mortar or online college or university (specifically excluding trade and vocational schools)
- Undergraduate university students enrolled (for at least 6 credit hours per semester) as of September 1, 2025, at an eligible, U.S.-based, accredited two- or four-year U.S. brick-and-mortar or online college or university (specifically excluding trade and vocational schools)
- Must be a legal resident of the 50 United States and the District of Columbia
- Graduate students are NOT eligible

Are graduate students or international students eligible?

You must be a U.S. resident and an undergraduate student to be eligible. Due to the parameters of this sweepstakes, the funds cannot be applied to a graduate degree or a school outside the 50 United States and the District of Columbia.

How to enter

How do I enter?

Three steps:

1. Fill out the [registration form](#)
2. Download the Zogo app and use the correct access code: USBANK24
3. Start completing modules! You will be entered to win different scholarship amounts upon completing a minimum threshold of 25, 50, 100 and 150 modules.

Modules	Prize
25+	\$2,500
50+	\$5,000
100+	\$10,000
150+	\$20,000

Note: You can also participate in the mail-in entry. Please view the [official rules](#) for this entry method.

Am I on the right version of the app?

If you see the U.S. Bank logo in the upper right corner of your version of Zogo, you are in the correct version.

Prizes

When are prizes drawn?

Prizes are drawn twice a year. If you don't win in Entry Period 1, keep completing modules for a chance to win later in Entry Period 2!

Entry Period 1: Scholarship prizes will be drawn for modules completed March-June. Winners will be announced 4-6 weeks later.

Entry Period 2: Scholarship prizes will be drawn for modules completed March-October (the full scholarship period). Winners will be announced 4-6 weeks later. If you won in Entry Period 1 you are not eligible to win in Entry Period 2.

Will my completed modules from Entry Period 1 roll over to Entry Period 2?

Yes, your modules count toward the Entry Period 2 prize drawing unless you already won a scholarship in Entry Period 1. You can only win one prize per year. (Entry period 1 runs March-June.)

Does completing more learning modules increase my chance of winning?

No. However, the more modules you complete, the higher the scholarship prize.

Winner notification

When and how will winners be notified?

Prizes are drawn for modules completed by June 30 and October 30. Winners will be notified by GMR Marketing within 2-3 weeks of that date and then announced by U.S. Bank to all registrants another 3-4 weeks after that. This is due to sweepstakes laws and required paperwork.

- Entry Period 1 – Winners notified mid-July and announced to all registrants in August
- Entry Period 2 – Winners notified mid-November and announced to all registrants in December

Winners will be contacted by the U.S. Bank Student Scholarship sweepstakes administrator, GMR Marketing. They will first try you by phone and then reach out by email.

The Zogo app and module tracking

Do you automatically track my module progress or do I need to submit something?

Yes, as long as you are in the U.S. Bank version of the app, we are live tracking your progress and you do not need to submit anything once you reach your target module threshold.

What if I had a Zogo account previously?

If you created a Zogo account prior to the U.S. Bank Scholarship, you will need to request an app transfer. Rest assured, modules completed within the Scholarship sweepstakes period (March-October 2024) will count toward your Scholarship eligibility, even if you are waiting for an app transfer.

I requested an app transfer. When does this go into effect?

The Zogo Team will try to facilitate an app transfer within 72 hours after you submit the request. A transfer will only take effect if the Zogo team has located an account with the credentials provided. If, within a week of submitting the form, you have still not been transferred, please contact scholarships@zogofinance.com.

How do the e-gift cards work?

In the app, you can earn “pineapples” for completing modules. These pineapples (the in-app currency) can be exchanged for gift cards in the “Marketplace” section of the app, subject to availability. Once you successfully redeem a gift card, it will be sent to your email on file.