

Credit Unions Care

Ideas & Marketing Support



How to get involved

The ideas included with this sheet are great ways your credit union can get involved showing your community Credit Unions Care and raise money for CMN. Use these ideas as is or adapt them to meet your needs. To get started:

- Set a goal for how much money you want to raise and then break it down by month
- Use one idea each month to reach your monthly goal
- Make the fundraising fun, encourage employees and keep them excited by giving KUDOS and/or small incentives.

Remember, you are making a difference in the lives of kids, one dollar at a time. Thank you for your commitment to Children's Miracle Network Hospitals and the 17 million children they treat each year!

All donations should be made payable to Children's Miracle Network and sent directly to them with the [Donation Reporting Form](#).

Fund Raising Ideas

- **Social Media Call** – Let your members know about your fundraising need through Facebook and Twitter.
- **Window Washers** – Ask staff to wash windows of members in the drive thru for donations.
- **Car Wash** – Use your parking lot or select a location and time for maximum exposure for a community car wash. Have your kid's club mascot there and invite mascots from local schools, popular radio DJs, or other identifiable community figures to participate.
- **First Friday Fundraisers** - Organize a simple fundraiser in the office for the first Friday each month: coin canisters, dress-down days, bake sales, etc.
- **Miracle Balloon Display Contest** -Set up a contest between offices to encourage creative displays of Miracle Balloons that also generate interest and excitement for your fundraising campaign.
- **Ugly Tie Contest** - **Have** the credit union CEO and management team wear their ugliest ties and solicit "votes" (a vote is \$1) from employees and members. The person with the most votes (and money in hand) at the end of the day wins the prize. The money raised goes to CMN
- **Ugly tie, worst hair-do, best mismatched outfit:** Have the employees come to work where the vote will take place. Have members vote for the winner with their dollars.
- **Raffles:-** Use your paper balloon as a raffle tickets and once a month draw a winner. Do this publicly. The winner receives a prize. Could be a quilt, a special item like jewelry, day of beauty.

- **Sticky Fly** – Sell pieces of duct tape for donors to stick your group’s leader to a wall suspended above the floor for a portion of an event.
- **Rent-a-Worker** - Volunteers commit to working for an afternoon doing any odd jobs sponsors “hire” them to do.
- **Jellybean count:** Fill a jar with jellybeans and have people pay to guess how many there are in the jar.
- **Dress-down day:** Employees pay to wear jeans or dress down for a day. Make certain that you ask permission of Human Resources, first.
- **Go Casual** – In a branch, everyone gets to dress down if they raise enough money to meet their goal. For the month
- **Do My Job** - For a donation, challenge a manager to switch job responsibilities for an hour.
- **Brown Bag Lunch Day** - Ask everyone in the office to bring lunch from home, and donate money that would have been spent for lunch.
- **Change Wars** - Provide a prize for the department that collects the most change. Create fun by subtracting funds from another group by placing pennies in other teams’ buckets. (Silver adds up and pennies deduct.)
- **One Million Pennies** - Create donation canisters advertising the ‘one million pennies’ goal. One million pennies = \$10,000.

Marketing Support

Marketing materials are downloadable at www.cornerstone.coop/credit_unions_care.html

Suggested Posts for your Credit Union’s Facebook Page:

1. We want you to help us in the “*Credit Unions Care*” campaign! Come donate a dollar to raise money for [ABC Children’s Hospital](#), our local Children’s Miracle Network Hospital. Stop by a branch today!
2. Did you know 62 children enter a Children’s Miracle Network Hospital for treatment EVERY MINUTE? Stop by a branch and donate a dollar in the “*Credit Unions Care*” campaign. All proceeds benefit [ABC Children’s Hospital](#).
3. Thanks to [ABC Children’s Hospital](#) – our local Children’s Miracle Network Hospital - for helping hundreds of thousands of sick and injured kids every single year. Our members and their families have been touched by your amazing miracles! Thank you!

Suggested Tweets for Your Credit Union:

1. Change a child’s life – Donate a dollar for our local @CMNHospitals thru @CU4Kids. Stop by the nearest branch today!
2. Tired of rolling coins? No Problem! Visit our branch & donate a dollar to your local @CMNHospitals Keep ‘em coming! @CU4Kids
3. Coins in your car’s cup holder? Stop by [or “**Drive-Through**”] a branch and donate them to your local @CMNHospitals. Help show that Credit Unions Care @CU4Kids
4. Every Dollar Counts! Participate in Credit Unions Care @CU4Kids dollar drive by dropping off your change at any branch.
5. Bring your dollar to a branch today & donate to your local @CMNHospitals! Every single dollar makes a difference! @CU4Kids

6. We have the BEST members! TY for helping Credit Unions Care & donating dollars for our local @CMNHospitals! @CU4Kids
7. You have helped us raise [X]% of our @CU4Kids Credit Unions Care Campaign. Drop your dollars off today & help your local @CMNHospitals.
8. We are halfway thru our @CU4Kids Credit Unions Care Campaign & you've helped raise \$[X] for the @CMNHospitals so far! TY & Keep it up!

Long Sample Article for Credit Union Newsletter:

Suggested Title:

Credit Unions Care about Kids and our Community

Suggested Text:

ABC Credit Union is participating in "Credit Unions Care" a campaign to increase visibility and awareness in the communities we serve by illustrating the many ways credit unions give back. We are collecting donations to support Credit Unions for Kids and Children's Miracle Network and 100% of proceeds benefit local Children's Miracle Network Hospital(s) and the kids in our community.

Each day, children's hospitals help thousands of sick and injured children from their community. Children's Miracle Network Hospitals' raise awareness and generate funds for more than 170 children's hospitals through compassionate organizations, media partners and individuals to help sick and injured kids in local communities.

Credit Unions for Kids is the third largest donor to this amazing organization, having donated over \$110 Million since 1996. This joint effort among credit unions throughout the country, including ABC Credit Union, is one way credit unions help their local communities - by making sure families in their membership always have a place to turn if a child becomes ill or injured. Even though we hope you never need local Children's Miracle Network Hospital(s), we want to be sure it's there if you do.

Join us today and show that "Credit Unions Care" by coming by the credit and donating and placing your name on a paper donation dog to be displayed in the lobby. Every dollar helps.

Stop by an ABC Credit Union today. Help us show the community that credit unions really are different, and that "people helping people" is not only a philosophy, it's the way we do business.

Short Sample Article for Credit Union Newsletter

Suggested Title:

Help [ABC Credit Union] Change a Child's Life:

Suggested Text:

ABC Credit Union is participating in "Credit Unions Care" a campaign to increase visibility and awareness in the communities we serve by illustrating the many ways credit unions give back by collecting donations for local Children's Miracle Network Hospital(s). Stop by a branch, and donate a dollar for the kids. Cashing a check and getting coins back? Donate a dollar, and help children. Tired of all that loose change rolling around in your car? Bring them in, and donate a dollar to a great cause.

The deadline to donate your change is [date](#). Every single dollar helps! On average [one child's cancer treatment costs \\$75,000](#).* Can we gather enough change to make a difference that significant? Stop by an [ABC Credit Union](#) Branch to help today.

Together, we can show "*Credit Unions Care.*"

***Other cost of care options:**

- A single set of **exercise mats, medicine balls, bolsters and other rehabilitative equipment**, which help children re-learn movements after a serious trauma or illness, costs **\$500**.
- One **electroanalgesic transcutaneous nerve stimulator**, which can help mediate pain in children suffering from chronic conditions or post-surgical rehabilitation, costs **\$700**
- One **pediatric wheelchair**, specially made in many different sizes for kids of all sizes and abilities, costs **\$1,700**
- An MRI of the brain and brainstem to find tumors and other abnormalities costs **\$17,000**.
- **One week's worth of critically-needed blood supply** if purchased from a community blood bank costs over \$50,000.