Video guidelines:

* Shoot horizontally. Shooting sideways will make sure your video will match other submissions.
* Use natural lighting when possible.
* Don’t let yourself be backlit.
* Make sure your camera is at or above eye level.
* Pay attention to the background.
* Use a transcript.
* Preferred file formats include .mp4 and .mov
* Submit via Dropbox or file-sharing program to media@cornerstoneleague.coop

Script 2:

What makes credit unions unique?

For one thing, there is equal ownership. Credit unions are democratically controlled and member-owned and member-operated. Each member has equal ownership and one vote regardless of how much money he or she has in savings.

Credit unions are also not for profit financial cooperatives that provide a safe, convenient place for members to save money and access loans and other financial services at reasonable rates.

We have a social purpose through our “people helping people” philosophy. Credit unions exist to serve their members, not to make a profit. Every member counts, including those of modest means. This “people-first” philosophy inspires credit union employees and volunteers to get involved in their community and support worthwhile causes.

Each credit union is governed by a volunteer board of directors elected by and from the credit union’s membership.

Credit unions also provide financial education for members. Credit unions place particular importance on educational opportunities for their members and the public to help everyone become better-educated consumers of financial services.

Credit unions are trustworthy and resilient institutions during the most tumultuous of times. Credit union members worldwide can be proud of these accomplishments and rest assured that their money is safe at the credit union.

Since YEAR, NAME OF CREDIT UNION has served its members faithfully and honestly. On International Credit Union Day, we thank our members for their trust in us and for allowing us to empower their financial futures through our credit union.

Happy International Credit Union Day!