MEETUP TOOLKIT

So, you want to have a meetup for your CUYP chapter, but don't know where to start? Let this toolkit be your guide to help you run a successful meetup.

WHAT IS A MEETUP?
A CUYP Meetup is an opportunity for your local chapter to gather YPs in your area to share ideas, collaborate to grow the credit union movement, tackle problems, network and learn from each other, and make an impact in your local community.

WHY HAVE A MEETUP?
To help grow or start the YP movement in your local chapter. The CUYP movement lives by the idea of "strength in numbers," so the more YPs that participate in your local chapter, the better.

WHO SHOULD GO TO THE MEETUPS?
Anybody in your local chapter that qualifies as a CUYP – a credit union employee or volunteer that is at least 18 years of age and no more than 40 years of age.

HOW DO WE GET STARTED?
The best way to make a successful CUYP Meetup is to have a group that plans it. Meetups can take some work and coordination, based on the size and scope of what you want to do. We recommend that you try to get a YP from each credit union in your chapter to form a committee. These YPs will also help you spread the word around at their credit unions to increase attendance at the meetup. Your local chapter board can be a good starting point to help identify the YPs that could be part of the committee.

Once you have your committee, you can start meeting to organize your meetup. The below checklist and recommendations are good resources to help you get started. The CUYP Advisors are an additional resource to help you along the way.

Some Tips:
- Pick a fun place to have your meetup that lends itself to having good conversations and where you can have the type of activities you want to have.
- Some meetups have been held at restaurants, credit union meeting rooms, or even bowling alleys.
- Have a formal agenda.

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WHAT HAPPENS AT A MEETUP?

The scope of the meetup is up to you. A great way to start is to identify the needs of your chapter. Here are some of our suggestions.

If you are having your first meetup:

- Introduce to your attendees to the Cornerstone CUYP program. You can find all of the information here: www.cuyp.coop.

- Introduce your committee and highlight the credit unions that are being represented at your event.

- If possible, have a member of your local chapter board available to talk about the chapter.

- Have icebreaker activities to help spark conversations between attendees.

- Create a networking environment – have a seating chart so attendees will sit with YPs from other credit unions. Remind them to bring their business cards and to share each other's social media information.

- Partner up with a local charity and have your attendees bring something to donate. For example: school supplies for a local at-risk children's home, canned food for a local food bank, clothing donations for a local shelter, etc. Make sure you let everyone know where their donations are going to.

- It is very important you keep a list of those that attend your meetup. Be sure to have a sign-in table and have a laptop available so attendees can register to become a YP Representative through the CUYP website. Our movement is all about strength in numbers, so it is important that we have YPs register whenever possible. After the meet-up, send the list and any pictures to YP Advisors@cornerstoneleague.coop

- After the meetup, make sure you send an email to those that attended and keep them in the loop of upcoming YP events/community activities that you will hold.

Some ideas on what you can do at your meetups:

- Always try to have something that helps out your local community as part of your meetup. A school supply drive, clothing drive, blanket drive, toiletries drive, toy drive, or other types of donations are always great ways to help out.

- Ice breakers and networking activities to make it easier for conversations to get started.

- Give an update about recent advocacy issues and have additional information for them. Have some employee payroll deduction forms available and invite them to sign up.

Some ideas on what you can do at your meetups (Cont.):

- Make it fun! Try to get some donated prizes and give them out as raffle prizes during your meetup. Some activities that you can have at your meetup are:

    - A round table discussion – separate into groups and have pre-written questions/discussion topics that deal with YPs. Have them randomly select the questions from a hat and discuss between themselves to get a conversation started.

    - Build your own credit union activity – separate attendees into groups and have them create their own credit union without any limits. They can choose the name, logo, what they will specialize in, and what products and services they will offer.

    - Have a CEO panel – invite CEOs to attend the meetup and answer questions from the audience. Make sure you have a moderator for the panel.

    - Have local community leaders come and a keynote on designated topics.

    - Invite local politicians to do a meet and greet event and share with them credit union advocacy issues.

    - Have development presentations – topics can include leadership skills, resume and interview skills, and more. Cornerstone offers a variety of resources to help you create your desired presentations.

    - Hold a community service activity with a local charity/community organization.

    - Invite someone from Cornerstone to give a presentation on advocacy.

- Invite your YPs to follow our social media networks ([Facebook](), [Instagram](), and [LinkedIn]())

- Make sure you keep a count of how many YP's attended your meetup and report it to your YP Advisor. Take plenty of pictures so we can highlight your event on our social media pages and website. You can email them to YPAdvisors@cornerstoneleague.coop

ADDITIONAL RESOURCES YOUR YP ADVISORS CAN HELP WITH

- Design a flyer to send out to your YPs and invite them to your meetup.

- Assist you in planning your meetup.

- The Cornerstone Foundation offers special grants that can be used towards your meetups. Let us know if you want more information!

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