

OUTREACH TOOLKIT

Outreach events are a great way for chapters to give back to the communities their member credit unions serve. While they are often not hard to facilitate, it can be hard to know where to start. Let this toolkit serve as your guide to all things outreach.

WHAT IS AN OUTREACH EVENT?

Sometimes referred to as Corporate Social Responsibility or CSR events, outreach events are simply opportunities for credit unions and chapters to give back to the communities they serve. Outreach events can take many forms including, but not limited to, volunteering as a group at local charities, collection drives for canned food, coats, school supplies, blood, or efforts to help areas affected by natural disasters.

WHY HAVE AN OUTREACH EVENT?

Credit unions are rooted in the philosophy of “people helping people” which is carried out through programs, resources, and outreach events. Through collective efforts, credit unions can make a significant impact within the communities they serve.

WHO SHOULD GO TO AN OUTREACH EVENT?

Though we would like to see CUYPs organize and facilitate outreach events, anybody in your local chapter or credit unions can be involved. The more people involved, the bigger the impact.

HOW DO WE GET STARTED?

First, find a team. Not all events will require a lot of set up and coordination, but some will. Find people to count on that will help along the way. Form a committee with YPs from each credit union in the chapter. These individuals can help spread word about the event and help get others involved.

Next, identify a need in your community that people can get behind. Not everyone will be as enthusiastic about some causes as others, but stick to something most people care about. The Cornerstone Foundation and Credit Unions for Kids are good examples.



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Next, decide what can be done to fulfill the need. Would the need best be served by getting a group of volunteers together or is there physical need for goods? The answer could be both. Ask the partner organization how your chapter can best serve them and organize your efforts from there.

Lastly, market the cause. Getting the word out will get more people involved and make a bigger impact. Use social media, word of mouth, chapter email lists, CEO email lists, the CUYP website, flyers, posters, or any other means of communicating to others in the area.

TIPS AND IDEAS TO CONSIDER

While we want to provide you with a good starting point, the opportunities are endless and different for every area. Use the ideas we provide, but don't be limited by them.

- ☞ Take part in the events organized by the YP Advisors on a regional level.
- ☞ Use the skills, talents, and connections of the people involved. They will differ across the board and can be very helpful. It is also easier to do events when people have experience.
- ☞ Host a food drive. Local food banks always need supplies and food drives are a simple, but good way to give back.
 - Take donations at credit unions in area.
 - Make admission into a meetup be a food donations.
 - Choose a day to go to the food bank and volunteer.
- ☞ Host a coat drive. As winter approaches, coats will be in need. Find a local homeless shelter and donate all coats received to those in need.
- ☞ Host a blood drive. Most blood banks will do most of the work if a location is provided. They do often require a certain number of participants, so make sure to have plenty of people attend.
- ☞ Host a school supply drive. Some students may not have access to resources and supplies to support them throughout the academic year.
 - Ask the local schools if they need certain supplies over others and donate all supplies to be dispersed throughout the various grade levels.
- ☞ Host a golf, basketball, softball, cornhole, fishing, or another sport tournament.
 - These types of events will require a lot of planning and help. Rely on your team to get a lot of people involved. It will be worth it in the end.



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- Get involved in community wide events and show them how much difference cooperatives can make.
- Think outside the box. Just because something hasn't been done before, or isn't done often, doesn't mean it can't work.
- Look to other charities or organizations that rely on fundraisers for ideas.
- Have fun!

TYPES OF CHARITIES TO CONSIDER

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| Cornerstone Foundation | Red Cross | Charities for Veterans |
| Food banks and closets | Schools | Community Events |
| Homeless Shelters | Children's Miracle Network Hospitals | Habitat for Humanity |
| Humane Societies & Animal Shelters | Relay For Life | Domestic Violence Shelters |

Always take lots of pictures! We love to highlight the great things going on in the credit union movement and the impact our YPs are making on our social media, in newsletters and on our website. You can email them at YPAdvisors@cornerstoneleague.coop

ADDITIONAL RESOURCES YOUR YP ADVISORS CAN HELP WITH

- Assist you in planning your outreach event.
- Help you market your outreach event.
- Provide you with ideas for your local area.

Have more questions that we didn't answer here? Your Cornerstone YP Advisors are always available to help. Just send us an email at ypadvisors@cornerstoneleague.coop.



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