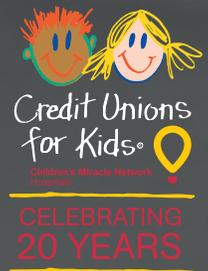


Credit Unions for Kids: 2016 Shop for Miracles Campaign FAQs for Credit Union Executives



What is Shop for Miracles?

Shop for Miracles is a one-day Credit Unions for Kids fundraiser to support local Children's Miracle Network Hospitals. Credit unions pledge to donate \$0.25 (or other pre-determined donation amount) per debit/credit card holder to their local CMN Hospital on Thursday, October 20.

Did the campaign change from last year?

In short, yes! For 2016, we have updated **Shop for Miracles** in a way that does not create any implications with commercial co-venture (CCV) laws. This simple update (a pledge of \$0.25 per cardholder – or other designated donation amount) ensures that participating credit unions are not subject to CCV laws. We are hopeful this update will make Shop for Miracles even easier for our credit unions to implement!

Why October 20?

CU4Kids, CUNA and WOCCU promote **Shop for Miracles** as a powerful yet easy way for credit unions to celebrate International Credit Union Day® (which takes place on October 20) in order to raise awareness about the credit union difference and demonstrate the *people helping people* philosophy.

How are Members Involved? #ShopForMiracles

Throughout the month of October, every time a member posts why they love their credit union using **#ShopForMiracles** on Facebook, Instagram or Twitter, CO-OP® Financial Services will donate \$1, up to **\$100,000** to CMN Hospitals. Together with members, credit unions make a difference for kids in their communities with Shop for Miracles.

How can credit unions sign up to participate?

Please pledge your participation at **ShopForMiracles.CU4Kids.org**.

What does my credit union need to do to run the campaign?

Step 1: Determine Donation Amount (We suggest \$0.25 per cardholder.)

Step 2: Pledge to participate at **ShopForMiracles.CU4Kids.org**.

Step 3: Let Members Know About Your Commitment to Community. Download customizable marketing collateral and other resources: **www.CU4Kids.org/ShopForMiracles**.

Step 4: Promote Your Credit Union on Social Media. We believe the generous \$1 donation for each post (on Twitter, Facebook or Instagram) from CO-OP® Financial Services during October will get members excited to post using **#ShopForMiracles**. We encourage credit unions to use this social media campaign to highlight what your credit union wants to promote to members.

Some suggestions include:

- Why I love my CU
- Why I love my CU's debit card, credit card
- How I found out about my CU
- Why I joined my CU
- Posting a photo of what members are saving for
- Posting photos of a goal the CU helped them achieve/buy: car, house, boat, college school supplies

Step 5: Celebrate International Credit Union Day and make miracles for local kids!

We would like to participate but can't involve members in this fundraiser. Is that okay?

Of course! We have received impactful donations from past credit union participants who chose not to promote the campaign to members.

What does my credit union do once the campaign is completed?

Please send your donation to CMN Hospitals as soon as possible after the campaign. Check remittance instructions can be found on the CU4Kids Donation Reporting Form.

How can my credit union easily double our donation?

Guaranteed Miracle Matches are new for 2016! CO-OP® Financial Services believes so strongly that **Shop for Miracles** can benefit the entire credit union movement that they will donate up to **\$500,000** in matching funds—even on behalf of credit unions who are not CO-OP® Financial Services members! CO-OP® Member credit unions are guaranteed \$1 for \$1 matches up to **\$10,000** and non CO-OP® Member credit unions will receive \$1 for \$1 matching up to **\$1,000**. Credit unions can apply for a Miracle Match at **www.co-opfs.org/miraclematch**

I have additional questions. Where can I get more information?

Please visit **www.CU4Kids.org/ShopForMiracles**. You can also reach out to your contact at your local Children's Miracle Network Hospital or Joe Dearborn, Senior Director CU4Kids with Children's Miracle Network Hospitals, at **480-614-9673** or **jdearborn@cmnhospitals.org**.

