

# CREDIT UNIONS FOR KIDS WINTER ICON CAMPAIGN FACT SHEET

Thank you for supporting Children's Miracle Network Hospitals® and our Credit Unions for Kids Winter Icon Campaign. One hundred percent of the funds you raise will support your Children's Miracle Network Hospital and kids in your community. And you can do it at NO CHARGE to your credit union. On behalf of Children's Miracle Network Hospitals, THANK YOU for caring.

## CAMPAIGN DATES: NOVEMBER 1-DECEMBER 31

### KIT COMPONENTS

- Paper Icons (balloon, football, snowman, snowflake, light or heart). Icon(s) and quantities per your request. You may choose up to two different icons.



- "How to Ask" Tip Sheet
- Campaign Fact Sheet
- Donation Reporting Form
- Self-Addressed Envelope To Submit Donation Reporting Form and Check

**NOTE:** Thermometer goal chart is not provided in the kit but is downloadable on our website: [www.cu4kids.org/wintericons/](http://www.cu4kids.org/wintericons/) This allows you to track your fundraising and establish a goal which is exciting for your employees and members.

### HOW TO ORDER YOUR KIT

- Determine the campaign, e.g. football-themed, winter, and timeframe.
- Go to [www.cu4kids.org/wintericons/](http://www.cu4kids.org/wintericons/) to place your order. There is a minimum of 100 icons and a maximum of 1,000 icons per order. You may choose up to two different icons. Please allow 5-7 business days for delivery. There is no charge for these materials and shipping is complimentary.

### HOW TO GET STARTED

- Create a general ledger account to deposit the funds from the icon sales.
- **IMPORTANT NOTE:** If you have branches in multiple markets, please make sure the ZIP code for each participating branch is noted on your Donation Reporting Form. This will ensure the funds are properly disbursed to the appropriate Children's Miracle Network Hospital in the respective market.
- Involve all employees who have direct contact with your members.
- Ask members to "buy" an icon for a \$1 donation.
- Have the members write their names on the icons and display them in your branches.

### DISPLAY ICONS IN YOUR BRANCH

Display icons throughout the campaign in a fashion that works best for your particular branch. One idea is to secure string/twine in highly visible areas where members and visitors can see that your credit union supports Children's Miracle Network Hospitals and your affiliated children's hospital.

### ACCOUNTING PROCEDURES

- At the end of your campaign, sweep the ledger and complete the Donation Reporting Form. **All donations need to be remitted no later than January 13 to be counted in the previous year.** For those credit unions with branches in multiple markets, please see the IMPORTANT NOTE under "How To Get Started."
- Mail your check, made out to Children's Miracle Network Hospitals, and remit along with the Donation Reporting Form in the self-addressed envelope included in your kit.
- One hundred percent of your funds will benefit the Children's Miracle Network Hospital in your market area. To find your hospital, go to [CMNHospitals.org](http://CMNHospitals.org), scroll to the bottom left of your web browser and click the "CHANGE YOUR HOSPITAL" button then type in your ZIP code or state.
- Your affiliated children's hospital will receive your contribution during Children's Miracle Network Hospitals' next quarterly disbursement period (March).
- **We encourage our credit unions to remit funds as soon as their respective campaign is completed. This will allow us to disburse funds to your local CMN Hospital in a more timely manner.**

### NEED MORE ICONS?

Please go to [www.cu4kids.org/wintericons/](http://www.cu4kids.org/wintericons/) to place your reorder, or call April Bridenstine (801) 214-7408. Please allow 5-7 business days for delivery.

### HOW IS THE MONEY USED?

The funds donated go to the Children's Miracle Network Hospitals in the community in which it was raised. Please see "Accounting Procedures" section (third bullet) to identify the affiliated children's hospital in your community. Funds collected for Children's Miracle Network Hospitals help provide care for all children, regardless of illness, injury or a family's ability to pay. The dollars raised also help fund needed equipment, community outreach programs, hospital expansion and medical research.

### QUESTIONS?

Contact Joe Dearborn, Children's Miracle Network Hospitals  
Phone: (480) 614-9673 or Email [JDearborn@CMNHospitals.org](mailto:JDearborn@CMNHospitals.org).

