



CREDIT UNIONS FOR KIDS CHANGE A CHILD'S LIFE 2017 FACT SHEET

Thank you for supporting Children's Miracle Network Hospitals® and our national Credit Unions for Kids Change a Child's Life Coin Drive. 100% of the funds you raise will support your local Children's Miracle Network Hospital and the kids in your community.

A big thanks to CO-OP® Financial Services for underwriting the campaign costs so that you can Change a Child's Life at NO CHARGE to your credit union.

SUGGESTED CAMPAIGN DATES:

April 1 - May 31, 2017 (6 - 8 week campaign)

ORDER YOUR FREE COIN CANISTERS

- Go to www.cu4kids.org/changedrive to place your order. Please consider all areas in your credit union where a member may visit (teller windows, loan officer's desk, etc.).
- You are welcome to order as many coin canisters as you need to conduct a successful campaign.
- There is no charge for these materials and shipping is complimentary.
- Please allow 5-7 business days for delivery of your kit.

MARKETING MATERIALS

You can download your marketing support materials at www.cu4kids.org/changedrive.

ACCOUNTING PROCEDURES

At the end of your campaign, complete the Donation Reporting Form, found at <http://www.cu4kids.org/toolkits>.

- If you have branches that support different CMN Hospitals, please track the funds by location for proper distribution.
- Include a breakdown of how much each hospital should receive with your Donation Reporting Form, if necessary.
- Send your check and the Donation Reporting Form to CMN Hospitals in Salt Lake City. The mailing address can be found on the Donation Reporting Form.
- Donations must be remitted by June 23, 2017 to ensure your hospital receives the funds during the second quarter disbursement period.
- Remember – 100% of your funds will be distributed to the CMN Hospital that supports your community!

HOW IS THE MONEY USED?

The money raised goes to the Children's Miracle Network Hospital(s) in your community. Funds collected for CMN 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.

BEST PRACTICES

Involve all employees who have direct contact with your members. Be sure your team understands the miracles they can make by just collecting coins.

The key to the campaign is to ask. You may be surprised how eager your members are to make a donation to support your local CMN Hospital!

Have employees ask members to donate the change from a transaction, i.e. a cashed check, that includes coins.

Don't forget to ask members who come to your drive-thru to participate. You will likely get your biggest donations from them. People tend to have a lot of change in their cars which they are happy to donate!

Remember that every donation, whether large or small, adds up to help hospitalized kids in your community.

Display the coin canisters in all areas where your employees have contact with your members (teller windows, member service representatives' desks, etc.).

Use the marketing materials available to show your members the impact they are helping make for kids in your community.



NEED MORE COIN CANISTERS?

Go to www.cu4kids.org/changedrive to place your reorder. Please allow 5-7 business days for delivery.

QUESTIONS?

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

On behalf of Credit Unions for Kids and your local Children's Miracle Network Hospital, THANK YOU for caring.