

# MIRACLE JEANS DAY 2018

## Suggested Communication Schedule for Leagues



### Week of AUG. 6

- Leagues to publish Newsletter Article #1
- [Register your league](#) to participate
- Tweets:
  - *How can your [#creditunion](#) help [@cu4kids](#) and local [@cmnhospitals](#) by wearing jeans on 9/12? Find out: <http://bit.ly/1FBG2fV>*
  - *We're going casual on [#miraclejeansday](#) on 9/12 for [@cu4kids](#)! Are you?*
  - *Slip into jeans and help kids on 9/12. It's that easy. <http://bit.ly/1FBG2fV>*

### Week of AUG. 13

- Leagues to publish Newsletter Article #2
- Update Facebook Cover Photo [www.CU4Kids.org/leagues](http://www.CU4Kids.org/leagues))
- Apply for a Miracle Match to double the money you raise from league employees! (Go to [www.co-opfs.org/miracle-match](http://www.co-opfs.org/miracle-match))
- Tweets:
  - *Spread the word- [#miraclejeansday](#) is 9/12! You can still sign up to help [@cu4kids](#). <http://bit.ly/1FBG2fV>*
  - *Your fave jeans can help support local [@cmnhospitals](#) through [@cu4kids](#). <http://bit.ly/1FBG2fV>*
  - *In less than 1 MONTH—Casual Friday becomes casual Wed. for local [@cmnhospitals](#).*
  - *Sign your credit union up: In less than 1 MONTH—Casual Friday becomes casual Wed. for local [@cmnhospitals](#). Sign your credit union up: <http://bit.ly/1FBG2fV>*

### Week of AUG. 20

- Leagues to publish Newsletter Article #3
- Tweets:
  - *[#creditunion](#) friends- sign up for [#miraclejeansday](#). Wear jeans, help kids. <http://bit.ly/1FBG2fV>*
  - *Have you heard about [#miraclejeansday](#) yet? Find out and sign up: <http://bit.ly/1FBG2fV>*
  - *On 9/12 [#creditunion](#) employees will give \$5 to [@cu4kids](#) to wear jeans to work! Is your CU signed up? <http://bit.ly/1FBG2fV>*

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### Week of AUG. 27

- Leagues to publish Newsletter Article #4
- Tweets:
  - *Don't be the only one not wearing jeans on 9/12. Find out how you can help @cu4kids and local @cmnhospitals. <http://bit.ly/1FBG2fV>*
  - *Your jeans may do wonders, but not miracles like this! Sign up! <http://bit.ly/1FBG2fV> #miraclejeansday*
  - *Keep #creditunions the TOP supporter of #miraclejeansday on 9/12 for @cu4kids. <http://bit.ly/1FBG2fV>*

### Week of SEP. 3

- Leagues to publish Newsletter Article #5
- Tweets:
  - *IN ONE WEEK—#creditunions will be going casual for kids to help @cu4kids and local @cmnhospitals. <http://bit.ly/1FBG2fV>*

### Week of SEP. 10

- Miracle Jeans Day! (September 12)
- Leagues to publish Newsletter Article #6 (on September 12)
- Include pictures of your staff in jeans on your league Facebook page
- Tweets:
  - *Flaunt your jeans on #miraclejeansday. Send pics of your #creditunion helping @cu4kids and local @cmnhospitals.*

### Week of SEP. 17

- Leagues to publish Newsletter Article #7