

Credit Unions for Kids: 2018 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 make a donation to their local CMN Hospital in honor of their cardholders to help celebrate International Credit Union Day on October 18.

Why October 18?

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 18) in order to raise awareness about the credit union difference and demonstrate the *people helping people* philosophy.

How can credit unions sign up to participate? Please pledge your participation at CU4Kids.org/sfm.

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 CU4Kids.org/sfm.

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

Step 4: 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 at CU4Kids.org

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

Please visit CU4Kids.org/sfm. You can also reach out to your contact at your local Children's Miracle Network Hospital or Chris Perry, Managing Director CU4Kids with Children's Miracle Network Hospitals, at 801-214-7523 or cperry@cmnhospitals.org.

