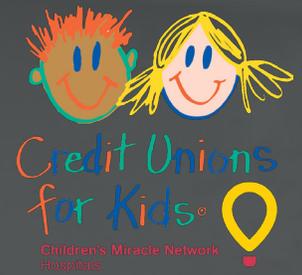


Credit Unions for Kids: 2017 Shop for Miracles Campaign FAQs for Credit Union Executives



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 19.

Why October 19?

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 19) 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/donate.

How can my credit union easily double our donation?

Guaranteed Miracle Matches are back for 2017! CO-OP® Financial Services believes so strongly that **Shop for Miracles** can benefit the entire credit union movement that they will guarantee all matches—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 co-opfs.org/miraclematch.

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 Joe Dearborn, Senior Director CU4Kids with Children's Miracle Network Hospitals, at **480-614-9673** or jdearborn@cmnhospitals.org.

