

WHAT TO KNOW ABOUT DONATING YOUR ATM FEES



MATEO, 9
HIRSCHSPRUNG'S DISEASE,
SHORT BOWEL SYNDROME PATIENT

WHAT IT IS

Credit unions can create a simple, sustainable and promotion-free fundraiser by donating all or a portion of their ATM fees to their local Children's Miracle Network Hospital.

WHAT ARE THE BENEFITS?

- Donations are automatic: No marketing required.
- Program can run year-round.
- Easy to implement and manage.
- Credit unions control the donation amount.
- Does not impact members. Fees come from out-of-network transactions.
- Raises substantial funds sustainably.
- Perfect for credit unions that prefer low-key fundraising, or as a complement to other promotion-intensive fundraising.

HOW DOES IT WORK?

Credit unions decide whether to donate all or a portion of their ATM fees. They may choose to add an incremental amount to their per-transaction fee to cover the cost of the donation – for instance, raising the fee by \$1 per transaction to create a \$1 donation.

Implementation involves a simple one-time programming change to their ATM fleet, which they may be able to accomplish themselves or with help from their processor. Funds are held in a general ledger account until they're ready to be disbursed.

ATM signage or on-screen messaging can let users know that fees collected from this ATM benefit Children's Miracle Network Hospitals.

RESULTS

- In their first year, Focus Federal Credit Union in Oklahoma City (11k members) raised \$5,000 for their local CMN Hospital by raising fees at their 10 ATMs by 25 cents.
- Desert Financial Credit Union in Phoenix (300k members) raised more than \$140,000 in 2017 by increasing their ATM fees from \$3 to \$4. Half of these funds went to their local CMN Hospital.

Turnkey program materials – including a case study that highlights Desert Financial Credit Union and Focus Federal Credit Union – are available at www.cu4kids.org/atm.

