

# WHAT TO KNOW ABOUT SKIP-A-PAY



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

## WHAT IT IS

Credit unions offer their members the option of skipping a loan payment to cover holiday or other unusual expenses. All or a portion of the processing fees they charge for skip-a-pay can be donated to their local Children's Miracle Network Hospitals. Credit Unions for Kids can help with turnkey program materials.

## WHAT ARE THE BENEFITS?

- Easy to implement and promote.
- Capable of raising a significant contribution.
- Highlights a signature credit union benefit.
- Credit unions can adjust fees to include donation amount.
- Natural holiday tie-in: Amplify the spirit of giving.
- Also works any time of the year.

## HOW DOES IT WORK?

Credit unions simply set a donation amount and promote the campaign as part of their skip-a-pay marketing. They may choose to designate all or a portion of their current fees to be used as a donation or add an incremental amount to their fees to create the funds.

Building a Children's Miracle Network Hospitals fundraising component into skip-a-pay marketing can provide a meaningful focus, especially around the holidays. And since these programs can raise substantial funds, the message resonates year over year: "Last year, ABC Credit Union members raised \$20,000 for Children's Miracle Network Hospitals through skip-a-pay donations."

## RESULTS

- KEMBA Credit Union's (100k members) successful skip-a-pay program raised \$31,500 in 2017. "It is so easy to make a big impact – everything about this program is turnkey. The member just submits a form either through the mail or online. No interaction with staff or other resources needed," says marketing communications consultant Allison Tate.
- Rogue Credit Union in Medford, Oregon (130k members), raised more than \$12,000 through their Skip-a-Pay program in 2017. Over three years, they've raised a cumulative \$38,000 for CU4Kids.

Turnkey program materials – including a case study that explains how KEMBA Credit Union and First Class American Credit Union made their skip-a-pay programs a success – are available at [www.cu4kids.org/skip-a-pay](http://www.cu4kids.org/skip-a-pay).

