WHAT TO KNOW ABOUT SKIP-A-PAY

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.