Are you headed off to college or trade school in 2017? Well ***(Credit Union Name)***is pleased to announce a college scholarship opportunity to make it easier for you to meet tuition costs. The $12,000 Credit Union College Scholarship Program for 2017 is underway now! College-bound members are eligible to apply for one of ten $1,000 essay-based scholarships - one $1,000 video-based scholarship; and one $1,000 photo-based scholarship. And, yes, you may apply in all three categories!

***(If your Credit Union provides any other incentive for members to participate, like a chance to win a gift card, etc., place that copy here)***

Deadline for applications is March 31, 2017. Scholarship winners will be announced in April 2017 on the Credit Union Foundation MD|DC’s scholarship website: www.cufound.org/scholarship.

This year’s essay topic: *“As a credit union member, explain why someone should choose a credit union as their primary financial institution over alternative service providers, such as for-profit banks.”*

This year’s video topic*: “Create a 60-second advertisement targeted specifically at a younger viewer (under the age of 30) that highlights the benefits of credit union membership.”*

Photo applicants are asked to capture and submit a photograph that represents the credit union core value, “*Respectful.”*

Any member of ***(Credit Union Name)***who is entering their freshmen through senior year of college or trade school may apply.

“We’re pleased to offer this opportunity for our young members,” said ***(Your Credit Union CEO, Chair, etc.)***. “The awardees receive needed financial assistance to help them meet their tuition expenses and the application topics stimulate innovative and useful responses to help us better serve our college-aged members.”

Applications are accepted online at:

cufound.org/scholarship

***(Credit Union Name),*** the Credit Union Foundation MD|DC, and its generous supporters partner to make this scholarship program possible.

***Marketers: Use our scholarship tools & graphics in your newsletters, webpage, facebook posts, etc.!   
Order supplies & download the free graphics here:***

[**cufound.org/cuscholarship**](http://www.cufound.org/credit-union-resources/college-scholarship/)