

April is Financial Literacy Month!



Financial education is one of the core values of the Credit Union Movement and April is the perfect time for you to share your support for financial literacy with your members.

Celebrate Financial Literacy Month at your credit union and help support these important programs.

- ▶ Financial literacy grants to credit unions
- ▶ Free Quicken™ personal finance software
- ▶ The Millionaire's Club high school program
- ▶ Support for community financial fitness days

The Foundation has awarded
\$200,000+ in financial literacy grants
and programs since 2006.

Let's Celebrate!

- ▶ Inform your staff that you'll be celebrating April as Financial Literacy Month.
- ▶ Ask them to invite every member they serve to support the Foundation's financial literacy programs. *"Would you like to make a donation in support of financial literacy?"*
- ▶ Suggest a donation as small as \$1.
- ▶ Every member who contributes receives a receipt for tax purposes that details credit union financial literacy programs.
- ▶ Donors write their name on a donor sign and display it in your lobby area(s).
- ▶ At the end of your Financial Literacy Month, forward the donations to the Foundation.

Free Promotion Kit!

Fax this form or email the Foundation at info@cufound.org to get your free "I Support Financial Literacy" kit with details, stickers, and donor signs.

Every credit union or branch that participates will be entered into a random drawing to win a staff pizza party courtesy of the Credit Union Foundation!

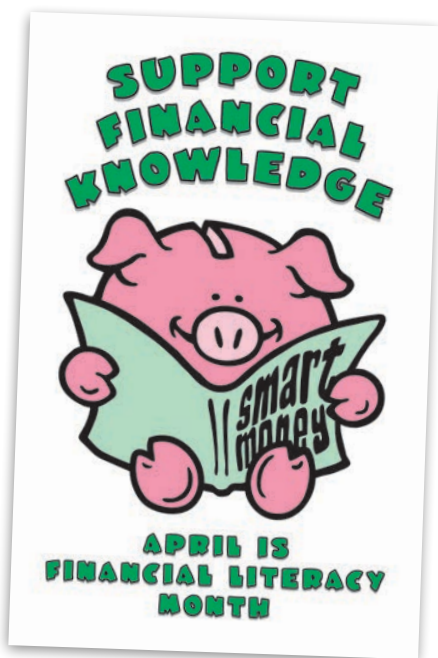


And, the credit that raises the most will receive the Financial Literacy Month Credit Union of the Year Trophy! (standing calculated by total funds raised / total membership)

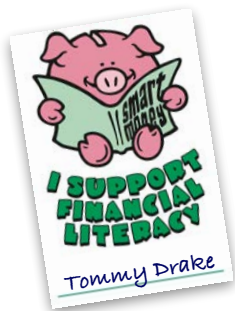
Support Financial Literacy
Request Your Free Financial Literacy Promo Kit Today

Donations are tax-deductible

Yes, We Support Financial Literacy!



Free
lobby posters,
receipts, donor
recognition signs!



Count us in!

We want to join credit unions across MD & DC in supporting Financial Literacy.

We agree to set aside at least one week during April to invite staff and members to contribute toward financial literacy programs for our credit union and local residents.

Right after the campaign we will forward our collected contributions to the Credit Union Foundation to benefit financial literacy programs and grants.

Fax this form to 443 853-1977 or

Email the information to: info@cufound.org

Your Name:

Your Email:

Credit Union Name & Address:

Send me _____ donor stickers & 5.5"X8.5" recognition signs & receipts for staff and members who donate

Send me _____ 11"X17" lobby posters to promote Financial Literacy Month