

April is Financial Literacy Month!



Financial education is *the* core value of the Credit Union Movement and April is the perfect time for you to share your support for financial literacy with your members, staff, and community.

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

- ▶ Financial literacy grants to credit unions
- ▶ The Millionaire's Club high school experience
- ▶ Free Quicken™ personal finance software for members
- ▶ Community financial fitness events

The Foundation has awarded \$425,000+ in financial literacy grants and programs!

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 to support financial literacy?"*
- ▶ Suggest a donation as small as \$1.
- ▶ Every participating member receives either a donor sticker to wear or a recognition sign to display in an area you designate.
- ▶ At the end of April, forward your donations to the Foundation where they will be applied to financial literacy grants and programs.



Free Promotion Kit!

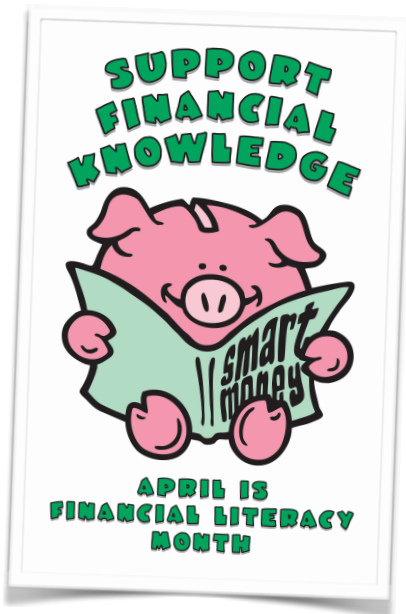
Visit cufound.org/finlit to get your free "I Support Financial Literacy Kit" with, posters, sample articles, stickers, donor signs & graphics.

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



GPO FCU - Reigning Financial Literacy Month Credit Union of the Year!

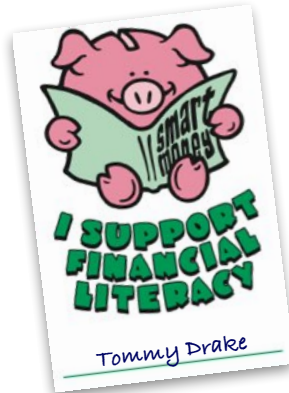
Yes, We Support Financial Literacy!



Lobby Posters

Free

lobby posters, staff buttons, donor stickers or recognition signs!



Member Signs



Member Stickers

Count us in! *We will join credit unions across MD & DC supporting Financial Literacy.*



"We agree to celebrate April as Financial Literacy Month and 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."



Go to:

cufound.org/finlit

to request your

free supplies



Questions? Email info@cufound.org