Sample Newsletter / Website Article

Are you headed off to college or trade school in 2015? 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 2014 is underway now! Our college-bound members are eligible to apply for one of ten $1,000 essay-based scholarships; one $1,000 video-based scholarship; and/or 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, 2015. Awards will be made in May 2015.

This year’s essay and video topic: “*You are talking with a friend. Explain to them the value of credit union membership.”*

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

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 after November 1, 2014 at:

cufound.org/college-scholarship

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

***Marketers: Use our 2015 graphics in your newsletters, webpage, facebook posts, etc.! Download the free graphics plus artwork for statement stuffers and more under
“Credit Union Resources” on our webpage www.cufound.org:***

