

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 commitment to financial literacy with your members, staff, and community.

Celebrate Financial Literacy Month 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
- Community financial fitness events

**Over \$500,000 In Financial Literacy Grants
And Programs Awarded!**

Let's Celebrate!

- Inform your staff that you'll be celebrating April as Financial Literacy Month.
- Invite every member you serve to support financial education programs -
"Would you like to make a donation to support financial literacy?"
- Suggest a tax-deductible gift 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)

LOBBY POSTERS, MEMBER SIGNS & STICKERS



COUNT US IN!

We will join credit unions across MD & DC supporting Financial Literacy!

"We agree to celebrate April as Financial LiteracyMonth and to invite staff and members to contribute toward financial literacy programs forour credit union and local residents. Right after the campaign we will forward our collected contributions to the Credit Union Foundation to benefit financial literacy programsand grants."

Go to: cufound.org/finlit
for your free supplies

Questions? Email
info@cufound.org

