

Sample Fundraising Template – News Release Format

Date: For Immediate Release

(Disaster) Strikes (Country); Credit Unions, Members Affected

(CITY, Country) — In the wake of the (describe disaster: what, when, where), World Council of Credit Unions (WOCCU) is in contact with local authorities and (Our member, local project, in-country credit unions, our international credit union partner network or whomever may be appropriate) to assess how to best help the (number) people affected by (disaster name).

According to reports, the *(disaster name)* killed *(number)* people. The situation has the potential to worsen should displaced credit union members and others not receive necessary assistance. WOCCU has worked with *(country's) (number)* credit unions for more than *(number)* years and *(identify any accomplishments here)*. There are *(number)* credit unions in *(country)*. We have committed resources, including donations made to the Worldwide Foundation for Credit Unions, to alleviate the suffering of *(country's)* citizens who are credit union members.

WOCCU has led relief and rebuilding efforts during past international disasters, including the December 2004 Asian tsunami and the February 2006 Philippine Islands landslide. Following the tsunami, WOCCU led a US\$1.5 million dollar project to rebuild credit unions in Sri Lanka and revitalize the country's credit union league. Following the Philippines landslide in Leyte, WOCCU supported the local league's administration of "livelihood loans," small microloans that helped credit union members and employees rebuild their homes and businesses.

Disaster Best Practices: Fundraising

Thanks to the U.S. National Credit Union Foundation for producing this unit.



WOCCU is now prepared to provide disaster relief to credit union staff and support credit union rebuilding efforts following this latest disaster. Much-needed cash contributions from credit unions and individuals will provide assistance to those whose lives have been devastated by this terrible disaster.

To support the international credit union disaster relief fund and rebuilding of *(country)* credit unions, payments via check, credit card or wire may be sent to:

Worldwide Foundation for Credit Unions, Inc., 5710 Mineral Point Road, Madison, WI 53705, USA.

Individuals may make donations with a credit card online at www.woccu.org/give; credit unions may wire funds. For wire transfer information, contact: Valerie Breunig, Worldwide Foundation for Credit Unions, +1-608-395-2055 or via e-mail at vbreunig@woccu.org. Please indicate that your donation is designated for *(country)* Disaster Relief Fund.

Thanks to the U.S. National Credit Union Foundation for producing this unit.

