



# Members Helping Members fundraising kit

## What is the Members Helping Members campaign?

In celebration of the 75<sup>th</sup> annual International Credit Union Day on Oct. 19, 2023, the Worldwide Foundation for Credit Unions has launched Members Helping Members: a grassroots fundraising campaign encouraging the credit union system to help advance financial inclusion worldwide while having a little fun through philanthropy.

Members Helping Members asks individuals, credit unions, CUSOs, Leagues and Associations to set up fundraising teams to support the goal of **raising \$750,000 in 75 days**.

## Why fundraise for Members Helping Members?

Every morning, 1.4 billion people wake up without access to financial services. As financial cooperatives, credit unions are uniquely positioned to work together to address expanding financial inclusion.

Members Helping Members helps every credit union member, employee, volunteer and leader to reinforce their membership within the global credit union community... and offers an opportunity to engage deeper with it as a global champion of WFCU.

### Get involved

Setting up a fundraising page takes less than a minute.

1. Visit the [Members Helping Members fundraising portal](#).
2. Select "Become a fundraiser"
3. Choose whether you're going to fundraise as an *individual* or as *a team*
4. Complete your profile and set your fundraising goal
5. Share your fundraising page across your personal and professional network

**Top tip:** Have fun! If you're fundraising on behalf of an organization, challenge a similar organization to see who comes out on top. If you're fundraising as a department, challenge another internal team. Competition has never done so much global good!



## Fundraising incentives

The top four highest performing fundraising teams or individual donors will win unique experiences linked to popular global credit union events, peer engagement, and programs of WFCU and the World Council for Credit Unions.

Friendly competition is actively encouraged—within organizations, across states, regions and the system overall!

Each fundraising team and individual donor will be eligible to win one (1) global credit union engagement experience, redeemable in 2024. The 1<sup>st</sup> place winner with the most money raised will have the first pick of these amazing prizes:

**Option 1:** 2024 World Credit Union Experience in Boston, MA

Includes:           One (1) ticket to the World Credit Union Conference in 2024  
                          Two (2) tickets to the WFCU Gala at WCUC  
                          One (1) ticket to a specially curated Boston experience

**Option 2:** 2024 Governmental Affairs Conference Experience in Washington DC

Includes:           One (1) ticket to the Governmental Affairs Conference in 2024  
                          Two (2) tickets to the WFCU Cooperative Voices event  
                          One (1) ticket to a specially curated Washington DC experience

**Option 3:** 2024 Cultural Credit Union Experience in Australia with Mike Reuter

**Option 4:** 2024 Global Women's Leadership Network Experience

Includes            Two (2) GWLN annual membership for 2024  
                          Three (3) tickets to the GWLN event at the GAC in 2024  
                          GWLN Pink Items

\*Airfare for winners not included

\*Required minimum of \$15,000 raised to qualify



WORLDWIDE FOUNDATION  
for CREDIT UNIONS

INTERNATIONAL  
CREDIT UNION DAY

MEMBERS HELPING MEMBERS

Supporting global good this International Credit Union Day

Donate now

## Fundraising tips

1. Decide if you're going to establish one organizational fundraising platform or encourage different teams or departments to compete.
2. **Offer** incentives like lunch with the CEO, Team Pizza Parties or a pastry breakfast spread can see those donations flying in!
3. Offering a match fund amount (\$7,500 is a recommended starting point) will encourage donations from teams or individuals. It helps your employees establish fundraising goals and shows that you're in it with them. Offer to match \$1 for \$1 during a defined period of time on or leading up to ICU Day.
4. Add the Members Helping Members campaign information to your intranet homepage, noticeboards, internal digital signage etc.
5. Consider providing weekly leaderboard updates or dedicating a Teams or Slack channel to the fundraising campaign.
6. If you're fundraising as an organization, consider a friendly wager with a nearby credit union. It's ok to have fun with philanthropy!



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## Members Helping Members campaign: intranet information

### Members Helping Members: let's support global good!

We've joined the Worldwide Foundation for Credit Unions' [Members Helping Members fundraising campaign](#): a grassroots effort, raising \$750,000 by the 75<sup>th</sup> annual International Credit Union Day on October 19.

Every dollar supports credit union programs to:

- **Support digitization**  
Expanding financial inclusion in some of the most challenging circumstances by helping credit unions invest, integrate and rollout digital services. Let's bridge the Digital Divide.
- **Act on climate issues**  
Helping credit unions navigate environmental financial regulations, develop greener products and services, and educate leadership on the relevant social and business cases connected to climate across our movement.
- **Improve credit union resiliency**  
Strengthening credit union resiliency and response in times of crisis. Advocating for women, youth and those underrepresented in leadership positions, supporting innovation and access for emerging leaders, and helping the system navigate emerging risks.

### Have fun with philanthropy!

We're encouraging teams or departments to set up their own fundraising campaigns—a little friendly competition has never done so much good!

### Start your fundraising team

Setting up a fundraising page takes less than a minute.

1. Visit the [Members Helping Members fundraising portal](#).
2. Select "Become a fundraiser"
3. Choose to fundraise as a team. Name your team after your organization or get creative!
4. Complete your profile and set your fundraising goal
5. Share your fundraising page across your personal and professional network

We have committed to match funds up to [insert amount. Recommended minimum of \$7,500] raised across the organization.

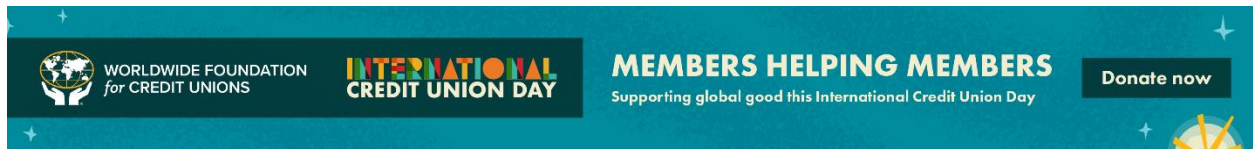
### Raise money, win prizes!

The Worldwide Foundation for Credit Unions is offering a number of exciting incentives—including a luxury Boston experience packages to the 2024 World Credit Union Conference, seats on an Australian credit union engagement journey, and an immersive experience with the Global Women's Leadership Network.

If that weren't enough, we're also offering the top fundraising team [insert your own giving incentives here. See 'Fundraising tips' for ideas.]

### Get started

The fundraising challenge ends on International Credit Union Day, Thursday, Oct. 19, 2023.



## Peer-to-peer email template

*Intended for organizational leaders to encourage a little cooperative competition.*

**Subject:** [Recipient name], I'm supporting WFCU, are you?

**Body:**

[Name],

You and I have spoken countless times of our shared passion for the credit union movement. It's a privilege to play a role in this system alongside you—but I'm worried I'm leaving you behind.

You see, I've signed my organization up for the **Worldwide Foundation for Credit Unions [Members Helping Members campaign](#)**. We're out there, right now, raising money to support global good. Where are you?

I've committed to match funds up to [insert amount. Recommended minimum of \$7,500] by International Credit Union Day, on Oct. 19, in honor of its 75<sup>th</sup> anniversary.

How about a little friendly wager? If my team outraises yours, we'll [insert friendly—and manageable—wager. Recommend: Buy every teller a coffee / Pay to have your branch windows washed / Provide a charitable donation to a community program in the other credit union's name]

Even in a system filled with brilliant people such as yourself, it can be hard work sometimes. Maybe a little fun with philanthropy is just what we need.

Can I count you in?

Competitively-but-cooperatively yours,



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## Press Release template: Corporate fundraising, credit union trade press

For immediate release: [DATE]

### **[Organization name] announces \$[dollar amount] fundraiser to support global good**

[City, State]—[Organization name] announced a \$[dollar amount] fundraising effort today, in support of the Worldwide Foundation for Credit Unions (WFCU) Members Helping Members campaign.

[Organization name] is aiming to help WFCU achieve its \$750,000 target by the 75<sup>th</sup> annual International Credit Union Day on October 19, 2023.

“Our [organization type] was established to support the financial health and wellbeing of our employees, members and our communities—but as a part of a global cooperative system, that community stretches worldwide,” said [name, title].

“Every one of our employees lives and breathes the People Helping People philosophy, so when WFCU reached out, asking for fundraising support, it was a no brainer. It’s an opportunity for us to give back, have some fun, but most importantly, have a real meaningful impact on people’s financial lives.”

WFCU’s Members Helping Members campaign is raising money for innovative development programs focused on increasing access to digital services, reducing gender inequality and building a global leadership pipeline.

“Access to financial services is a basic human right. It is critical to building generational wealth and strengthening communities, yet 1.4 billion people wake up daily without it,” said Mike Reuter, WFCU executive director.

“Organizations like [organization name] are stepping up and leading the way, helping the Worldwide Foundation for Credit Unions build a more vibrant and growing global credit union system.”

All credit union organizations, employees and advocates are encouraged to contribute to Members Helping Members. Visit the [online fundraising portal](#) to give or become a fundraiser.

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