



crossstate

Credit Union Association

CU Kind Day



Thank you for joining us today!

CU Kind Day is a day for our CrossState network -- credit union employees, members, volunteers and partners -- to come together and do one simple thing – spread kindness.

We have over 26 credit unions to date signed up with great ideas!



OVERVIEW

Use your creativity to **donate, volunteer or educate** – do something to demonstrate the credit union “people helping people” philosophy.

- increase credit union awareness
- impact our communities.

This day of kindness concept started at a credit union in Minnesota and has continued and expanded to credit union leagues across the country.



FIRST STEP: Register with CrossState

<https://www.crossstate.org/cu-kind-2023/>

All you need to do is signup and let us know who will be the contact person, the CU Coordinator.

You do not need to know your project at this time.



NEXT STEP: Decide on a Project for the Day

Decide on the project based on what your goals are, ie involving staff, something simple, making an impact, what your team cares about, etc.

STEP THREE: make a plan

STEP FOUR: recruit volunteers



OUT AND ABOUT

- Volunteer at your local nonprofit: food bank, animal shelter
- Donate to a favorite nonprofit and deliver check for a photo-op
- Host a blood drive
- Clean up a park or playground
- Partner with an animal shelter to hold an adoption day
- Give out random acts of kindness: go to a grocery store and buy groceries for 10 customers, hand out gas card at a local gas station, buy coffee for everyone in the coffee shop
- Donate books to a school, library, or day care
- Provide lunch to employees at a nonprofit or for first responders
- Stock “little free libraries” in your community
- Give “thank you” baskets to local nonprofits, service providers, and first responders

- Read at a local library
- Purchase items for a local nonprofit from their Amazon wish lists (i.e. a homeless shelter, day care, animal rescue)
- Teach financial education class at a nonprofit or at a library

AT YOUR BRANCHES

- Host a shred day
- Offer snacks to your members
- Host a coat or food drive
- Start a donation fund for a member in need or nonprofit
- Send cards to children in the hospital or elders in a nursing home

@CrossStateCUA #cukindnjpa



SPREAD THE MESSAGE

- Use the logo on any materials
- Use social media - we have a sample post you can use
- Don't forget the hashtag -- **#cukindnjpa**
- Send a press release – we have a sample one for you on our website!
- Email staff, board and maybe even members to participate or know what you are doing

Community is woven into the fabric of our credit union. On October 9, we're joining credit unions across the country to give back to the communities that help make us who we are! We're excited to participate in CU Kind Day, sharing the credit union difference with our neighbors.

#cukindnjpa





REPORT BACK TO CROSSSTATE

- Number of volunteers
- Number of volunteer hours
- Number of nonprofits you helped. List their names
- Number of individuals you helped
- Amount of money you donated
- Send Pictures
- List publications or links to media coverage

THANK YOU - QUESTIONS?



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