



JOIN US!

October 14, 2024

Join the CrossState Credit Union network to spread kindness on CU Kind Day, Monday, October 14!

This is a day for credit union employees, members, volunteers, and partners to come together and do one simple thing – spread kindness. It can be an all-day service project or a simple delivery of a donation – big or small, any project is an act of kindness! Use your creativity to **volunteer, donate, or educate** – doing something to demonstrate the credit union "People Helping People" philosophy.

As not-for-profit financial institutions, New Jersey and Pennsylvania credit unions work every day to improve their members' financial lives. Service is a core element of the social mission of credit unions. Credit unions put members and communities first – and this is a way to increase credit union awareness and impact our communities. **Let's spread this philosophy all across New Jersey and Pennsylvania on October 14!**

Please register to confirm your credit union's interest and/or participation in CU Kind Day by visiting www.crossstate.org/cu-kind. CU Kind Day Coordinators will receive communications regarding ideas and an informational webinar. CU Kind Day Coordinators, credit union leadership, and staff are all welcome to join the webinar to learn more about CU Kind Day.

By doing something all on ONE day will create a collective message across New Jersey and Pennsylvania about our credit union impact. Please know, if you need to do it sometime during that week, it is OK!

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

CU Kind Day represents credit unions of all sizes committed to giving back to their communities in a cooperative effort through promoting:

Volunteerism

Donations

Education

HOW WE CAN WORK TOGETHER

- Assign a CU Kind Coordinator
- Decide on a project (See the Idea Page)
- Send us what you plan to do so CrossState can help promote
- Send us pictures and what you did for CrossState to share
- Fill out the survey on October 15th so we can tabulate all the great work done on October 14th!

@CrossStateCUA #cukindnjpa