



**crossstate**

Credit Union Association

# **CU Kind Day**

***October 14***



**OCTOBER 14**

## **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 18 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.

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In **1 day**, **62 credit unions**  
in New Jersey and Pennsylvania gave  
back to their communities, resulting in:

over

**1,135** volunteers

more than

**2,689** volunteer  
hours

supporting

**87** community  
organizations

serving

**5,704** people

@CrossStateCUA #cukindnjpa



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Volunteered at a zoo

Donated money, food and supplies to an animal shelter

Harvested corn for gleaning project

Prepared lunch meals for children

Cleaned up a hiking trail

Collected food for a food pantry

Handed out Kind bars, flowers and notes to members

Participated in a breast cancer walk

Donated clothing and supplies to a homeless shelter

Donated snacks, water and meals to a fire department, EMS

Packed boxes at a food bank

Held a Financial Reality Fair

Taught financial education in a classroom

Sponsored a flood relief event

Social media posts about kindness

Raised money for a children's hospital

Donated to their favorite charity

Held a blood drive

Had a kindness week and surprised members who do kindness

Held a "shred it" day for a charity

Donated to a charity where an employee volunteered

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## **FIRST STEP: Register with CrossState**

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

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

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- 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

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- 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

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## TIPS

- ❑ It can be any time **near October 14** – we are flexible!
- ❑ Consider doing something around financial education
  - ✓ Savings Tips to members with a Kind bar?
- ❑ Consider working with another credit union or even your chapter
- ❑ Combine this with another celebration: International CU Day (Oct 17<sup>th</sup>), Indigenous Peoples Day, National Kind Day, Best Day Ever
  - ✓ How about donate on the 14<sup>th</sup> and volunteer on the 17<sup>th</sup>?



## SPREAD THE MESSAGE

- Use the logo on any materials
- Use social media – take pictures; 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





*90 Years of "People Helping People"*

Community is woven into the fabric of our credit union. On October 14, 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 and employees participated
- Number of nonprofits you helped. List their names
- Type of charity/cause: hunger, animals, medical, youth, community, members
- Number of individuals you helped
- Amount of money you donated
- Amount of donated goods: Number of boxes of food, clothing, supplies, etc.
- Send Pictures and a testimonial of your day
- List publications or links to media coverage



## ***90 Years of People Helping People***

**Let's spread the word and get 90 Credit Unions to Participate!**



# THANK YOU - QUESTIONS?



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