



Members Helping Members fundraising kit

What is the Members Helping Members campaign?

In celebration of the 75th 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 1st 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

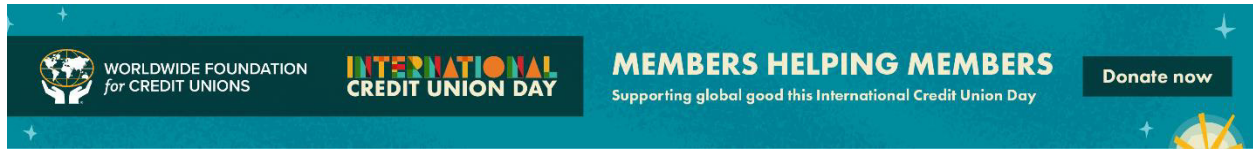
Option 3: 2024 Cultural Credit Union Experience in Australia with Mike Reuter

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



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!



WORLDWIDE FOUNDATION
for CREDIT UNIONS

INTERNATIONAL
CREDIT UNION DAY

MEMBERS HELPING MEMBERS

Supporting global good this International Credit Union Day

Donate now

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 75th 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