

Love My Credit Union Campaign

What's New in 2016

Love My Credit Union[®]
Campaign



Powered by  **CU solutions** GROUP

 **CUNA**
Credit Union National Association

 LOVE MY
CREDIT UNION
REWARDS

How it Started

The campaign was inspired by Public Service Credit Union in Michigan who created a video showcasing their credit union employees demonstrating random acts of kindness from paying for people's gas to handing out donuts.

Seeing their video sparked the idea for a national video campaign to showcase the good work credit unions do every day for their community and award thousands of dollars to charities.



How it Started

CU Solutions Group and its member rewards program, Love My Credit Union Rewards, teamed up with CUNA to launch “Share the Love”

The first year of the campaign was launched at the ACUC in July 2015.

Credit unions nationwide were called upon to create a short video showing how they give back in their communities. Videos were posted online and members of the public were able to view and vote for their favorites. Each month, the videos garnering the most votes were awarded with donations made to the winning credit unions’ chosen charities



1st Annual
Share the Love
Campaign

People helping people is at the heart of credit unions’ social mission.

Create a video and join the Share the Love movement:

 Create  Upload  Win

Stop by booth #307 or #314 to find out how your credit union could win thousands for your favorite charity.



2015 Highlights

Helping Credit Unions
Serve, Grow and Remain Strong

- **132 credit union videos** were submitted across **35 states**
- **426,416 votes** cast for Share the Love videos
- **\$105,000 donated** to nine charities
- **\$15,000** awarded in consumer prizes



What's New in 2016



New Campaign Name

Helping Credit Unions
Serve, Grow and Remain Strong

- Resonates with our target audience
- Communicates the credit union difference
- Differentiates us from other campaigns

Love My
Credit Union®
— Campaign —



Objectives and Goals

Helping Credit Unions
Serve, Grow and Remain Strong

Develop a campaign for credit unions and credit union support organizations to create a video of how they *Share the Love*

- Promote the credit union difference to a national audience through videos that reflect credit unions' and credit union support organizations' commitments to their communities
- Drive consumer awareness to charities, credit unions, and credit union support organizations
- Award several more charities with donations
- Inspire random acts of kindness

Goals:

- **500 credit union videos**
- **30 cu support organization videos**
- **1 million votes**



More Prizes and Ways Win

Up to **\$122,500** will be awarded to charity:

- **8 credit union monthly prizes of \$5,000**
- **1 credit union grand-prize of \$15,000**
- **50 states could win a \$1,000 donation for the CU in their state with most overall votes**
- **1 CU Support Organization grand-prize of \$15,000**
- **5 consumer winners** will be randomly selected and each win \$1,000: \$500 donated to their charity of choice and \$500 to keep

NEW: 4 asset categories

NEW: State-level prizes

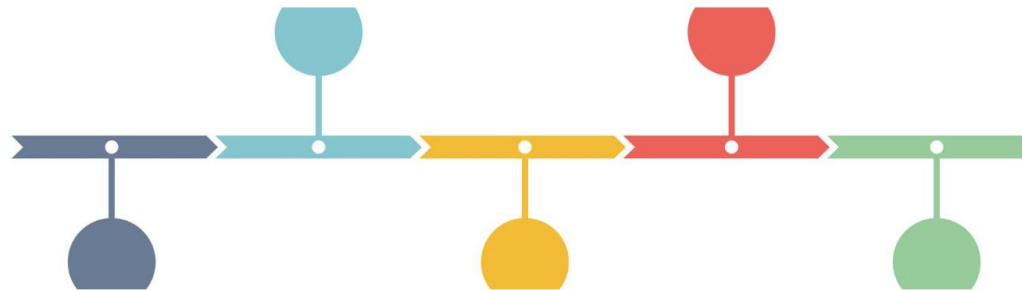
NEW: Category

NEW: Consumer prizes to the charity of their choice



Campaign Timeline

- National Launch: ACUC June 27
- Video Upload Opens: July 1
- Consumer Campaign Launch: September
- Voting Begins: October 1
- Month 1 CU winners: October 31
- Month 2 CU winners: November 30
- Month 3 CU, CU Support Org, and Consumer winners: December 16
- Voting closes: December 16 at 11:59 pm EST



Campaign Site

Helping Credit Unions
Serve, Grow and Remain Strong

Getting started is easy!

Visit LoveMyCUCampaign.org for campaign details, official rules, webinars, marketing materials, and to upload your video.

lovelymycreditunion.org

About Us | Contact Us | Press Room | Site Map | Partner Center

Search Site go

Love My Credit Union Campaign

More money to charities

Upload Your Video

Helpful Tips

Webinars

Hall of Fame

Official Rules

Partner Center Access

Marketing Materials

League Campaign Kit

Credit Union Coming September 1

CU Support Organization Coming September 1

For questions please [email us](mailto:email.us)

How it Works:

Create A Video:

- 60-90 second video capturing the wonderful work your credit union or credit union support organization is doing for your members and community
 - The video must be in one of the following formats: .AVI, .MOV, .MP4, Web M, .WMV
 - The video must not exceed 150 MB in size
- Open to all credit unions nationwide
- Open to all credit union support organizations (CU support organizations) nationwide that are one of the following entities:
 - Credit Union Service Organizations
 - Corporate Credit Unions
 - Leagues
 - Credit Union Foundations
 - CUNA Mutual Group
 - CO-OP Financial Services
 - World Council of Credit Unions

Upload Your Video - Starting July 1st:

- Credit unions and CU support organizations are encouraged to have their videos submitted before consumer viewing begins on October 1. Videos can be submitted anytime throughout the campaign.
- To submit a video for the campaign, you must have [partner center access](#). If you already have partner center access you will not need to set up another account.

More Money for Charities. More Ways to Win:



Helpful Tips

- Check out best practice videos from last year's winners:
 - Doing Good
 - Making the Video
 - Garnering Votes
- “It’s Easy” – 2 minute video on tips to film a video
- Video best practice tips and resources PDF

Doing Good



Making the Video

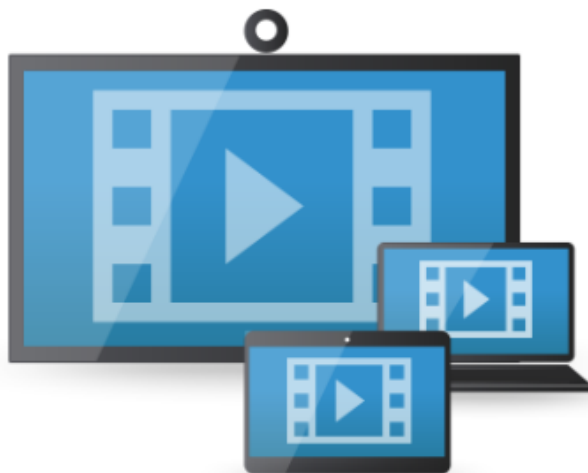


Garnering Votes



Create a Video

- **60-90 second video** capturing the wonderful work your credit union or credit union support organization is doing for your members and community
- Want to learn how easy it is to create a video? Register to attend one of our live “Simple Ways to Make a Video” webinars:
 - **Tuesday, July 19 at 3pm EST**
 - **Wednesday, July 27 at 3pm EST**



Submit a Video

Helping Credit Unions
Serve, Grow and Remain Strong

- Open to all credit unions nationwide
- Open to all cu support organizations:
 - Credit union service organizations
 - Leagues
 - Corporate credit unions
 - CU foundations
 - CO-OP Financial Services, CUNA Mutual Group, WOCCU
- Only one video entry per credit union and per cu support organization
- Starting **July 1, 2016** video upload opened at LoveMyCUCampaign.org
- Videos can be submitted any time during the campaign

* Required Fields

Title of Video*

Description of Video*

Please do not include any HTML code in the description.

Name of Charity To Receive Potential Prize Donation*

(must be a 501(c)(3) charitable organization)

Charity Website

Browse...

The video must be in one of the following formats: .AVI, .MOV, .MP4, Web M, .WMV

CU Name:
Video Submitted By: Kaye Chervenak

Submit



Partner Center Account

- To submit a video on behalf of a credit union or cu support organization, a representative must have or request a Partner Center account
- To request a Partner Center account, click on the organization type you are representing and complete the required fields. Account access is set-up within 1 business day.

Request Partner Center Access

Sign Up For Credit Union Access

Sign Up For League Access

*Sign Up For Credit Union
Support Organization Access

* Credit Union Support Organizations include the following entities: Credit Union Service Organizations, Corporate Credit Unions, CU Foundations, CUNA Mutual Group, CO-OP Financial Services, World Council of Credit Unions

Just looking for more information? [Click here](#)



Confirmation & Direct URL

- Upon successful video submission, you will receive a confirmation email and direct URL to your video for digital marketing.
- Free marketing materials will be available for credit unions and cu support organizations on September 1st
- You can also visit the video upload portal to access your direct URL and verify video submission details

Video Title: Test
Charity Name: Charity

Video Description

Description of video...

Video Processing/Encoding Status: Complete



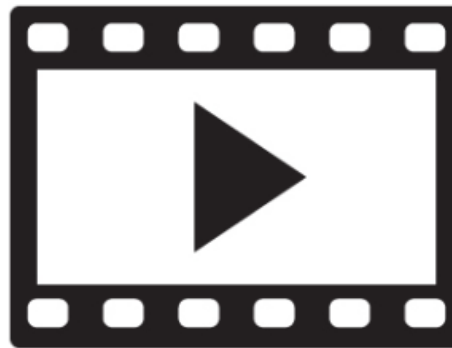
Direct URL To Your Video for Love My Credit Union Campaign Voting


<http://www.votelovemycu.org/?id=c8b255be-5b6f-5f7d-906e-5775241ff3b5>



Voting

- Videos submitted will be displayed on VoteLoveMyCU.org starting **October 1, 2016**. Follow the links and instructions to complete and submit the short registration form.
- Consumers can cast one vote per day for a credit union video and one vote per day for a cu support organization video, earning up to two (2) entries per day into the consumer sweepstakes
- **Voting ends on December 16, 2016 at 11:59 pm ET**



Vote (468) 

Share 

\$40K - 8 Credit Unions @ \$5,000

- **October 31:** 4 credit union winners will be selected to receive a \$5,000 donation to their charity of choice, top votes in each category based on asset size
- **November 30:** 4 credit union winners will be selected to receive a \$5,000 donation to their charity of choice, top votes in each category based on asset size
- **Credit Union Asset Categories:**
- Based on the Credit Union's asset size, it will fall into one (1) of the following four (4) Credit Union categories:

Asset Size	Credit Union Category
Less than \$100 million	1
\$100 – \$249 million	2
\$250 – \$499 million	3
\$500 million or more	4



\$15K - 1 Credit Union Grand-Prize @ \$15,000

- The credit union grand-prize winner will be decided based on the most overall votes as of December 16th at 11:59 pm ET. Previous credit union monthly winners are eligible to win

\$50K- 50 states could win a \$1,000 donation for the Credit Union in their state that received the most overall votes

- After the conclusion of the Voting Phase, December 16, the Credit Union from each state with the largest number of cumulative votes received will win \$1,000 donation, if and only if at least five (5) videos (or at least three (3) videos for the states of Alaska, Nevada, New Hampshire, Delaware, Rhode Island, Vermont and Wyoming) were submitted for that state.



\$15K - 1 CU Support Organization grand-prize @ \$15,000

- One (1) Credit Union Support Organization will receive a \$15,000 donation to their charity of choice based on the most votes in the CU Support Organization category as of December 16

\$5K - 5 consumer winners

- Five (5) sweepstakes prizes will be awarded to consumers who cast a vote(s) during the campaign. The winners will be randomly selected and each will receive a \$500 Visa gift card and a \$500 donation to their charity of choice
- Individuals who enter the Sweepstakes must be at least thirteen (13) years old at the time of entry

**By the end of the campaign, up to \$122,500
will be awarded to charities!**



Questions?

Please contact:

clientsupport@cusolutionsgroup.com

