

GIVING TIME 2020

CAMPAIGN SOCIAL MEDIA KIT

THE CAMPAIGN

It's that time of year again where we band together to give our time and services to our local communities throughout the month of October to celebrate International Credit Union Day (October 15).

COVID-19 has impacted our communities and members in more ways than one, giving us as credit unions the perfect opportunity to provide support and serve those who may be struggling during this time. For the last three years we have celebrated International Credit Union Day 2020 with our annual [Giving Time Campaign](#). In October 2019 you logged 4,279 hours in just 31 short days! Join us this year as we aim to give back another 4,000 hours of service during October. With your help, we have no doubt we will achieve our goal. Our hope is that these volunteering initiatives will help to engage local communities and provide support for those in need while showcasing the #CUDifference and making our philosophy known.

CAMPAIGN DATES

October 1, 2020 – October 31, 2020

WHO CAN PARTICIPATE

Anyone volunteering in Montana from October 1 – 31

LANDING PAGE TO LOG HOURS

mcun.coop/givingtime

HOW TO PARTICIPATE

Starting on October 1, if you perform an act of service, be it mowing a lawn, babysitting, coordinating a virtual event, helping at a school, hospital, library – log your hours by simply visiting the [Giving Time website](#). Plug in your CU name, the number of hours you volunteered, and a brief description of your community service. Watch the tracker progress as hours are logged from across the state.

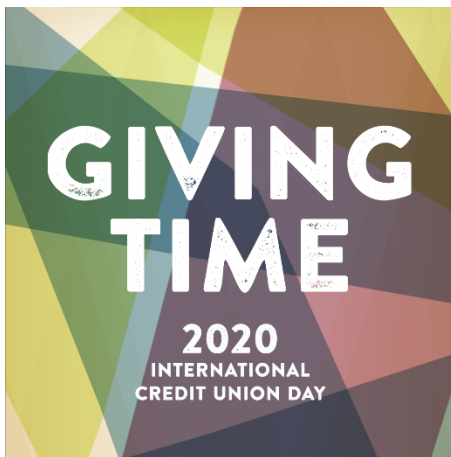
PROFILE PHOTOS FOR SOCIAL CHANNELS

Your credit union can help by posting about the initiative on your social channels. You can consider changing your social media profile photos with the photos below.

Use the post examples provided in the next slide throughout the month, along with the images provided on slide 5, to create several social media posts on Facebook, Twitter, Instagram, LinkedIn or any other platform you choose.

All image files are provided in the zip folder sent to you with this kit.

PROFILE PHOTO (Facebook/Twitter/Instagram etc.)



Facebook



Twitter/Instagram

SOCIAL MEDIA POSTS

Use these examples in conjunction with the images provided on the next slide

POST 1—AWARENESS

Giving back to our communities has never felt more needed, so to celebrate International Credit Union Day, we're spending time serving within our great state. #MTgivingtime mcun.coop/givingtime

POST 2—AWARENESS

To counteract some of the hardships placed on so many, we are encouraging our credit unions to give back throughout the month of October. Join us as we give time! #MTgivingtime mcun.coop/givingtime

POST 3— AWARENESS

We know that volunteering is already part of your schedule, so we are looking to you to help us meet our goal of giving back 4,000 hours of service through the month of October. Don't forget to track your time below! #MTgivingtime mcun.coop/givingtime

POST 4—SERVICE IDEAS

Service projects may look a little different this year as we follow social distancing guidelines, but that doesn't mean they can't be just as impactful! Grab your mask and gloves and pick up trash at your local park, rake your neighbor's leaves, or do a grocery run for someone in need! The opportunities are endless when you get creative to give back! #MTgivingtime mcun.coop/givingtime

POST 5 - SERVICE IDEAS

Check in with your friends, family, neighbors, and coworkers to see if they or anyone they know may need a helping hand. A little service can go a long way, especially during times of uncertainty. Log your service hours here and help us reach our #Mtgivingtime goal! mcun.coop/givingtime

POST 6—ANY TIME

There is no better way to show your community some love than by giving back to it! Get creative as you serve your community and log your service hours in October. #MTgivingtime mcun.coop/givingtime

POST 7—POST CAMPAIGN

We've done it yet again! Despite the restrictions limiting the way we were able to serve this year – you all found new and innovative ways to give back. Thanks to YOU, Montana's credit unions reached the goal of 4,000 hours of service in October!

SOCIAL MEDIA IMAGES



#1—Post with Link



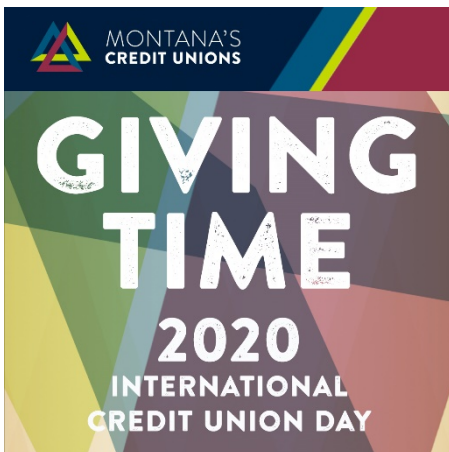
#2—Post with Link



#3—Awareness



#4—Service Ideas



#5—Awareness

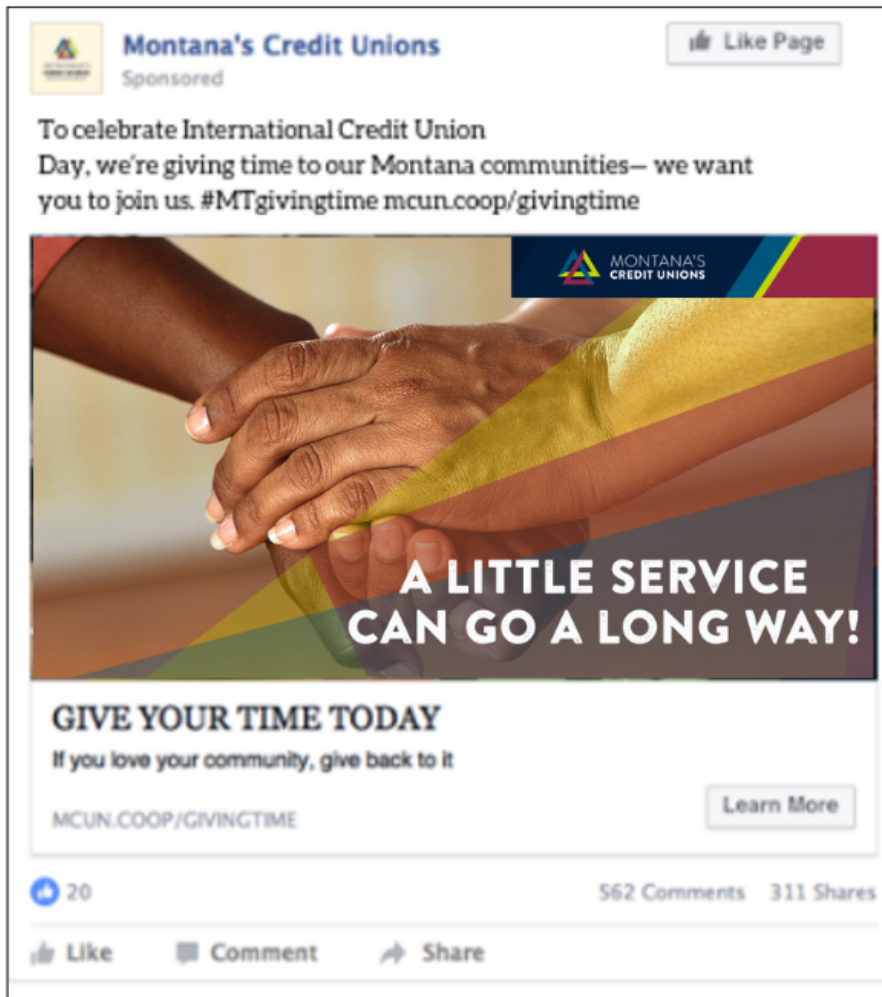


#6—Anytime

SOCIAL MEDIA POSTS

When you create a post in Facebook that includes the Giving Time website link, this is format that Facebook will auto-generate.

Use images #1 and #2, on the previous slide, for posts like these:



www.mcun.coop/givingtime