

OPEN YOUR EYES TO A CREDIT UNION



The Open Your Eyes to a Credit Union™ Awareness Initiative promotes the broad category of credit unions by combating two pervasive consumer myths: (1) Not everyone can join a credit union, and (2) That electronic access to their funds is limited at a credit union. Montana's Credit Unions recognizes the need to increase consumer awareness, and a collaborative, comprehensive effort can make a difference. MCU is working hand in hand with CU Awareness, LLC and our PR team at The Summit Group to bring this campaign to Montana consumers. Guided by credit unions and extensive consumer research, the Open Your Eyes to a Credit Union initiative is now reaching its most essential phase: *your support*.

All Montana credit unions will have access to customizable campaign assets (graphics, flyers, ads) as part of a value add for your dues dollars. MCU is seeking financial support from Montana credit unions to build a sustainable, statewide, awareness initiative through 2023 and beyond. The funds contributed toward this initiative will be used to fund the execution of a targeted digital campaign across Montana.

The suggested contribution for each credit union is 0.10¢ per member.

While we certainly encourage credit unions to donate at the suggested campaign level, donations of all amounts are welcome. Please send your completed pledge form or any questions about the campaign to Karen Smith, VP-Advocacy at karen@mcun.coop or 406-324-7376 by November 30, 2021.

Credit Union Name: _____

Primary CU Contact for Campaign: _____

Membership size: _____ Pledge at .10¢ per member = _____

Please invoice our 2022 Contribution in (Check One): 2021 2022

CEO Signature: _____