Campaign Dates: November 1-17, 2023

Hashtags:

#CU4Kids

#MontanaCreditUnions

#BrawloftheWild

#GoCats

#GoGriz

#CUDifference

#CUsDoItBetter

Sample social copy:

1. Who will win this year’s #BrawloftheWild? 📣🏈 Place your bets when you make a $1 donation to Shodair Children’s Hospital between November 1 and November 17.
2. We’ve set a goal of raising $\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for Shodair Children’s Hospital this year, and we need your help. Purchase a $1 MSU Bobcat or UofM Griz football-shaped icon before November 17 in our lobbies to show your #teamspirit.
3. Each November (prior to the annual Cat/Griz football contest), credit unions across the state sell Cat and Griz football icons giving MSU and UM fans a chance to engage in a bit of friendly rivalry while donating to Shodair Children’s Hospital and supporting their team. Want to join the fun(draiser)? Just stop by [your credit union] to ask us how!
4. Hey #Bobcat fans! 💙💛 Show your #teamspirit and donate to Shodair Children’s Hospital during our annual #CU4Kids Brawl of the Wild fundraiser. Just stop by our credit union to purchase MSU Cat-themed icons for just $1 each.
5. Hey #UMGriz fans! 🐻❤️ Show your #teamspirit and donate to Shodair Children’s Hospital during our annual #CU4Kids Brawl of the Wild fundraiser. Just stop by our credit union to purchase UofM Griz-themed icons for just $1 each.
6. Have you shown your support for the Cats and Shodair Children’s Hospital today? If not, stop by to show your #teamspirit and purchase a $1 football icon supporting your team today.
7. Have you shown your support for the Griz and Shodair Children’s Hospital today? 📣 If not, stop by to show your #teamspirit and purchase a $1 football icon supporting your team today.
8. Have you picked a #BrawloftheWild favorite team yet? 🏈 You can show your #teamspirit AND support Shodair Children’s Hospital with the purchase of a football icon at [your credit union] until November 17.
9. Last year, Montana’s credit unions banded together to raise $25,000 for Shodair Children’s Hospital. 👏 You can help raise even more this year with our Brawl of the Wild Fundraiser November 1-17. Stop by today to ask us how you can help!
10. There are only three weeks remaining in our annual Brawl of the Wild fundraiser for Shodair! Will you help us reach our goal of $\_\_\_\_\_\_\_\_\_\_\_? Just stop by today and make a $1 donation.
11. We have two weeks left in our annual Brawl of the Wild fundraiser for Shodair Children’s Hospital! Have you donated yet? 🤔 Just ask your friendly teller how you can show your #teamspirit AND support Montana families.
12. Our annual Brawl of the Wild fundraiser for Shodair is in the fourth quarter, and we need your help getting us to our goal of $\_\_\_\_\_\_\_\_\_\_\_. Whether you prefer a quarterback sneak, slant, hitch and go, or trick play, supporting Shodair is always a good play. 🏈♥️ Ask how you can help today!