



**Share the Love
Campaign**

Your Good Work.
Your Videos.
\$ for Your Charities.

Share the Love

  Powered by 

Breakout Session



How it Works

Helping Credit Unions
Serve, Grow and Remain Strong



Credit Union Info Page

Video About the Campaign

1st Annual
Share the Love
Campaign

Join the movement!

1st Annual
Share the Love
Campaign



Link to CU Portal to upload video

Upload Your Video ↑

How it Works:

■ Create A Video:

- 60-90 second video capturing the wonderful work your credit union 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 should be produced in-house with available equipment via personal camcorder, a camera that shoots video or even a cell phone
- Open to all credit unions nationwide, one entry per credit union
- [Click Here For Video Tips & Best Practices](#)
- [Click For Official Rules](#)

Link to Marketing Materials

[Marketing Materials](#)

[A range of marketing materials are now available.](#)

How to Make a Video

October 1st - December 24th

Member voting available

[Request Partner Center Access](#)

It's Easy!



Michigan League Representatives created a “How To” Video



Video Upload Form

- Required fields to complete:
 - Title of video
 - Description of video
 - Name of charity to receive potential prize donation
 - Video upload
- If the charity has a website the user can enter the charity's website as well
- User clicks on the Browse button to select their video
- User clicks submit

Upload Your Share The Love Video

* 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

Submission Completed

- The credit union receives a web notice and confirmation email immediately after their video is processed.
- The credit union also receives a unique URL to use for digital marketing so members can quickly access their video and vote.



Fri 7/31/2015 9:28 AM

noreply@lovemycreditunion.org

Share The Love: Video Upload Complete

To Kaye Chervenak

Congratulations Kaye Chervenak, your video was successfully submitted!

Not only will this go a long way to show people the good work credit unions do every day for their community, your credit union also has the chance to win \$10,000 for your favorite charity and a chance to win the grand prize of a \$15,000 donation! Starting on October 1, 2015 people all across the country will have access to view and vote for your credit union video.

What's the next step? We encourage you to spread the word to your members so they can vote and help you win. To assist you, we created a variety of free Share the Love marketing materials that will be available starting September 1, 2015. Visit www.LoveMyCreditUnion.org/cusharethelove to access the marketing materials, official rules, and campaign details.

Be sure to also use the unique URL provided to your credit union for your members to easily access and vote for your video. Just a reminder since voting doesn't begin until October 1, the URL won't be live until then.

Thank you for participating and best of luck!

Search bar removed

The Credit Union's video prominently displayed first on the Share the Love page

The screenshot shows the 'Share the Love' website interface. At the top, there is a banner with the text 'Share the Love' and a background image of people in green shirts working on a house. Below the banner, a video player displays a video titled 'Gerber FCU Shares the Love'. The video content features a dark background with bokeh light effects and the text: 'From bowling to raise funds for a local charity, to home improvements on a member's house, Gerber Federal Credit Union is always dedicated to our local community.' Below the video, there are two lines of text: 'Credit Union: Gerber FCU' and 'Charity: TrueNorth Community Services'. A red button indicates 'Total Votes (937)' and a blue button says 'Share'. To the right of the video player, there is a text box explaining the campaign and a blue box titled 'Winners' which states '\$105,000 will be donated!' and lists the grand prize winner as 'United Bay Community Credit Union: Ronald McDonald House'.



Site View Without Direct URL

Search bar for visitors to search videos by State then Credit Union Name

Videos are randomly displayed each site visit

The screenshot displays the 'Share the Love' website interface. At the top, the text 'Share the Love' is prominently displayed. Below it, a search bar is set to 'Michigan'. A dropdown menu titled '--Select a Credit Union--' is open, listing various credit unions such as Advantage One FCU, Advia Credit Union, Alliance Catholic CU, American 1 CU, Calcite CU, Catholic FCU, Central Macomb Community CU, Chiropractic FCU, Community Choice CU, Consumers CU, Cornerstone Community Financial CU, Education Plus CU, ELGA CU, Frankenmuth CU, Gabriels CCU, Genisys CU, Gerber FCU, Honor CU, Iron Mountain Kingsford Community FCU, KALSEE CU, Kellogg Community FCU, LAFCU, Lake Michigan CU, Limestone FCU, Marshall Community CU, Members First CU, Michigan Columbus FCU, Michigan Community Credit Union, and Michigan Schools and Government CU. Below the dropdown, a video player is shown with the title 'SOCU Gives'. The video depicts three people standing in front of a building, with one person holding a document. Below the video, the text 'Credit Union: Streator Onized Credit Union' and 'Charity: Voluntary Action Center' is visible. On the right side of the page, there is a section titled 'Vote for your favorite credit union video' with a sub-header 'You could win a \$100 gift card and help credit unions win thousands of dollars for charities.' and a 'LOVE MY CREDIT UNION REWARDS' logo. Below this, there is a 'Grand Prize Winner' section.



Voting & Sharing

Helping Credit Unions
Serve, Grow and Remain Strong

Share the Love Main Page

Share the Love

Vote for your favorite credit union video

You could win a \$100 gift card and help credit unions win thousands of dollars for charities.

LOVE MY CREDIT UNION REWARDS

--Select a state--

SchoolsFirst FCU Shares the Love

Share the Love is a campaign that highlights credit unions giving back to their communities and sharing their heartfelt work on videos. These videos are being shared to inspire random acts of kindness and give back to charities that are near and dear to credit unions and members.

You can make a difference by voting for your favorite credit union video. Credit union videos with the most votes in October, November, and December will win thousands of dollars for charities. Plus, you could win a \$100 gift card just for voting!

Vote once a day, every day, through December 24, 2015.

Winners

Up to \$105,000 will be donated!

Vote (468)

Share

Vote count displayed

Registration Form

* Required

*First Name *Last Name

*Address Line 1

*City *State *Zip Code

*Phone *Email

If you are a member of a credit union, enter the name below:

Enter your credit union's name (optional)

Yes, sign me up for email offers and promotions from Love My Credit Union Rewards

*By participating I agree to the [official rules](#) and am over the age of 13

Security Code What's this? 82B0X

[Click here to retrieve your vote code](#)

Voter Registration

Click to View, Vote and WIN!

**\$ for Charity.
\$ for You.**

Share the Love

*Vote for Alliance Catholic CU Share the Love video! Help Alliance Catholic CU win \$10,000 for Catholic Charities of Southeast Michigan & St. Joseph Mercy Ann Arbor Catherine's House and you could win a \$100 gift card! Everyone

LOVEMYCREDITUNION.ORG

Ability to share on Facebook

Credit Union Marketing



Marketing Materials

Marketing Materials

['Thank you' Email Copy](#)

[Newsletter Article](#)

[Email](#)

[Email Copy for Charity Contact](#)

[Email Copy for Your Employees](#)

[Video URL and Information](#)

- Click above to view the address to your credit unions unique video page!

Social Media Content

- Help [Credit Union Name] "Share the Love" by voting for our video highlighting how we give back to our community. Vote once per day, every day, through Dec. 24. Winning videos receive \$10,000 for a charity of their choice! [Insert Custom URL]
- Have you voted today? Cast your vote at a chance to win \$100 and help us win \$10,000 for [Charity Name]! [Insert Custom URL]
- Vote for our video, win money for [Insert Charity Name] and a chance to win \$100! [Insert Custom URL]
- Hashtags:
 - #CUSharetheLove
 - #DontForget2Vote
 - #LoveMyCreditUnionRewards

Free turnkey marketing materials were provided in the Partner Center



Web banners & Logo

200 x 150 pixels



Share the Love



Health Center Credit Union (GA)

Helping Credit Unions
Serve, Grow and Remain Strong

Homepage

Locations | Holiday Schedule | Applications | Contact Us

HCCU
Health Center Credit Union
Helping People Afford Life.®

Home | Online Banking | Membership | Rates | Products | Member Benefits | About Us

VOTE NOW & Share the Love
for the **Children's Hospital of Georgia**

NEWS / EVENTS

VOTE NOW, to help win \$25,000 for the Children's Hospital of GA!
Vote daily, and be entered to win 1 of 150 \$100 gift cards!

Shop for Miracles 10/15/15!
Every time you swipe your debit card we'll donate \$0.25 to the CMN.

FREE Shred Days!
10/17/15 9am - 12pm
Television Park - Computer Electronics & Paper

VOTE NOW & Share the Love
for the **Children's Hospital of Georgia**

HCCU
Helping People Afford Life.®
Health Center Credit Union
Bank/Financial Institution

Like | Follow | Message

Timeline | About | Photos | Reviews | More

110 people like this

3 people have been here

Invite friends to like this Page

4.3 of 5 stars · 6 reviews
View Reviews

ABOUT

Augusta, Georgia

Save

Health Center Credit Union shared a link.
October 5 at 2:08pm

Click to View, Vote and WIN!
\$ for Charity. \$ for You.

Share The Love
"Vote for Health Center Credit Union Share the Love video! Help Health Center Credit Union win \$10,000 for Children's Miracle Network - Children's Hospital of Georgia and you could win a \$100 gift card! Health Center Credit Union's Share the Love video features"

LOVEMYCREDITUNION.ORG

Social Media Posts



Homepage

Let us help you! Call us at 330-452-9801

Home Contact Us Membership Search

CSE FEDERAL CREDIT UNION

PERSONAL BANKING LOANS VISA CARDS ABOUT CSE RESOURCES

1st Annual Share the Love Campaign

SHARE THE LOVE
We need your vote!
Help us win a \$10,000 donation for Wishes Can Happen

[LEARN MORE](#)

eBRANCH Login
Bank on your time. Click to Login

[Learn More](#)
About CSE's Electronic Services

Sign Up
Not Enrolled? Create an Account

Mobile App
Available for iOS & Android Devices

Join the movement!

LOAN DEPT
Lending Services That Make Life Easier
[LEARN MORE](#)

AUTO LOANS
Get Pre-Approved for a New or Used Vehicle
[LEARN MORE](#)

VISA CARDS
Reward Yourself with a CSE Rewards Visa
[LEARN MORE](#)

Email blast

CSE FEDERAL CREDIT UNION

Share the Love Campaign

LOVE MY CREDIT UNION REWARDS

CSE Federal Credit Union joined an exciting movement called "Share the Love" and we need your vote! If we win, Stark County's own - *Wishes Can Happen* - will be awarded a \$10,000 donation on our behalf from the Love My Credit Union Rewards program.

Plus – you could win \$100 – just for voting!

What are you voting on? Our video. Share the Love is a campaign that invites credit unions to create videos about how we give back to our communities. These videos are being shared nationwide to promote the credit union mission while inspiring random acts of kindness.

We are excited to share our video with you – and voting is easy!

1. [Visit our voting page.](#)
2. [View our video.](#)
3. [Vote so we can win \\$10,000 for Wishes Can Happen!](#)

Social Media Posts

CSE Fed Credit Union @CSEFCU · Oct 5

Have you voted today? Cast your vote for a chance at \$100!
bit.ly/1LeqINN

CSE Federal Credit Union
October 1 at 9:34am · 🌐

CSE is 'Sharing the Love' and because of that, we have a chance to win a \$10,000 donation for Stark County's own - Wishes Can Happen. Please click the link and vote for our video!

Share The Love

Click to View, Vote and WIN!
**\$ for Charity.
\$ for You.**

Share the Love

*Vote for CSE Federal Credit Union Share the Love video! Help CSE Federal Credit Union win \$10,000 for Wishes Can Happen and you could win a \$100 gift card! CSE Federal Credit Union in Canton, Ohio is dedicated to serving the people of Stark County while

LOVEMYCREDITUNION.ORG

👍 Like 💬 Comment ➦ Share

Genisys Credit Union (MI)

Helping Credit Unions
Serve, Grow and Remain Strong

Homepage

HAVE A QUESTION? Type your question here [Ask Us](#) [Top 10](#)

[Open an Account](#) [Apply for a Loan](#) [Apply for a Mortgage](#)

[About](#) [Loans](#) [Accounts](#) [Investments & Insurance](#) [Business](#)

ONLINE BANKING [Login](#)

GENISYS iPhone App
Android App

eConvenience [Online Chat](#)

FEATURED RATES

LOANS (AS LOW AS)

Auto Loans	1.99% APR
Personal Loan Special	6.49% APR

*APR=Annual Percentage Rate.
*APY=Annual Percentage Yield.

SAVINGS

Certificates	2.02% APY*
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[All Rates](#)

[ATM/Branch Locator](#) [Calculators](#) [Community Involvement](#) [Deals & Discounts](#) [News & Events](#) [Refer a Friend](#) [Employer Group Program](#)

1st Annual SHARE THE LOVE Campaign

We are committed to Making a Difference in our local communities.

[Vote Today](#)



Help Genisys Credit Union "Share the Love" by voting for our video highlighting how we give back to our communities. Vote 1 per day, every day until Dec 24. Winning video receives cash for a charity of their choice. Click here to vote: <http://ow.ly/T4W1T>



[Like](#) [Comment](#) [Share](#)

Genisys Credit Union @Genisyscu · 22h
"Share the Love", vote for the Genisys video about giving back to the community - 1 vote/day. ow.ly/T50Uk ow.ly/i/dwgg3

Social Media Posts

Alliance Catholic Credit Union (MI)

Helping Credit Unions
Serve, Grow and Remain Strong

Homepage

EMAIL US | 1-877-950-2228 | ATM/SERVICE CENTERS | HOURS & LOCATIONS

ALLIANCE CATHOLIC CREDIT UNION

APPLY FOR A LOAN JOIN THE FAMILY!

ACCOUNTS LOANS SOLUTIONS LEARN MORE

Search Our Site SEARCH

Share the Love

YOU COULD WIN a \$100 GIFT CARD and help win thousands of dollars for charities.

CLICK HERE to VOTE for OUR VIDEO!

ONLINE BANKING

Username

Password LOGIN

[New User?](#) | [Lost username/password](#) | [Notice to Unauthorized Users](#)

ALLIANCE CATHOLIC NEWS

- Vote Every Day & Share the Love!

Help Alliance Catholic win money for charities by voting every day.

[VIEW ALL NEWS](#)

FEATURED RATES

Product	APR
2014 & Newer Auto Loans	1.7%
2014 & Newer Boat Loans	2.9%

*Annual Percentage Rates (APR) details and disclosures.

Email Blast

ALLIANCE CATHOLIC CREDIT UNION

EMPOWERED by FAITH. INSPIRED by YOU.

NEWS

Share the Love

YOU COULD WIN a \$100 GIFT CARD and help win thousands of dollars for charities.

CLICK HERE to VOTE for OUR VIDEO!

SHARE THE LOVE!

We are very excited to tell you that Alliance Catholic Credit Union has entered a philanthropic video contest where we could win up to \$25,000 for charity! Plus, you could win a \$100 gift card! ACCU has entered the contest by creating our own video called, "Alliance Catholic Credit Union: Part of Your Story; Part of the Solution." It highlights some of our community members.

[Click Here](#) to help us Share the Love by voting for our video.

We've chosen Catholic Charities of Southeast Michigan & St. Joseph's House as our charities, should we win.

Members can vote EVERY DAY through Christmas Eve. It's as simple as clicking a button in your e-mail. Then you'll be assigned a code. You can use that code to vote.

Please help spread the word and help us Share the Love!

Share the Love

HELP US WIN THOUSANDS for CHARITY!

VOTE for OUR VIDEO
CLICK HERE!

Social Media Post

Alliance Catholic Credit Union
October 6 at 3:31pm · 🌐

You could win \$100 and help win thousands for CCSEM and Catherine's House at <https://www.allianceccu.com/FBLove>

Share the Love

YOU COULD WIN a \$100 GIFT CARD and HELP WIN THOUSANDS for LOCAL charities!

VOTE for OUR VIDEO:
AllianceCCU.com/ShareTheLove

Share The Love

*Vote for Alliance Catholic CU Share the Love video! Help Alliance Catholic CU win \$10,000 for Catholic Charities of Southeast Michigan & St. Joseph Mercy Ann Arbor Catherine's House and you could win a \$100 gift card! Everyone has a story...
LOVEMYCREDITUNION.ORG

👍 Like 💬 Comment ➔ Share

Catholic News / Events - Michigan, Danny Davidson and Tracy Fiordele like this.

Online Banking Ad

CUsolutions GROUP

- Press release sent to SEGs to distribute to employees. Georgia United CU went from 2 votes to over 700 within two days

Homepage

GEORGIAUNITED CREDIT UNION

Loans & Mortgages Savings & Checking Access Anytime About Us Membership

Online banking

Username
Not Registered? Forgot Password? LOGIN

Apply for a Loan

- > Auto
- > Mortgage
- > VISA® Credit Cards
- > Consumer
- > Student

Member Benefits

- > Why Georgia United?
- > Member Rewards
- > Car Buying Service
- > Love My Credit Union Rewards

HELP US WIN \$10K FOR CHILDREN'S HEALTHCARE OF ATLANTA!

WATCH OUR VIDEO AND VOTE!
Click here to vote now. >

SHARE THE LOVE >

SUPER CAR SALE WEEKEND EVENT!
SUPER Car Sale Weekend Event
Join us, October 23 and 24 at Gwinnett Braves Coolray Field!
Click here for details. >

INDIVIDUAL RETIREMENT ACCOUNTS
1.31%*
TERMS UP TO 5 YEARS

AUTO LOANS
1.69%**
TERMS UP TO 60 MONTHS



For Immediate Release

Contact: Georgia United Marketing Department
kim.wall@georgiaunitedcu.org – 770.476.6409

Georgia United CU Requests Your Votes for Children's Healthcare of Atlanta in National Credit Union Video Contest

Duluth, GA - October 1, 2015 - Credit unions across the country are showcasing their good works for a chance to earn tens of thousands of dollars for a chosen charity. The top nine credit unions that submit the videos earning the most votes will each choose a charity to receive a \$10,000 donation and the grand prize winner will receive an additional \$15,000 for their charity. **Locally, Georgia United Credit Union is participating in the national "Share the Love" contest with proceeds to benefit Children's Healthcare of Atlanta (CHOA).**

The goal is to increase random acts of kindness across the country through shared videos that tell the story of community service. The video contest is a joint venture between CU Solutions Group and its member rewards program, Love My Credit Union Rewards, and the Credit Union National Association (CUNA). Georgia United's 90 second video features their 2015 School Crashers makeover program.

Voting takes place from October 1 – December 24. Members of the public who vote throughout the campaign will also have an opportunity to win prizes. By the campaign's end, up to \$105,000 will be awarded. **Please vote daily** and share the link with your friends, family and social media contacts. Together we can help fund treatment for deserving children at CHOA!

The first time you visit the site, you'll be asked to select a personal code that will allow you to return to Georgia United's Share the Love voting page multiple times over the next few weeks. Here's the link to cast your vote:
<http://bit.ly/1M245b0>

About Georgia United Credit Union

Established in 1958, Georgia United Credit Union is one of the largest and strongest member-owned credit unions in Georgia with over \$1 billion in assets, 139,000 members, 17 branches—with access to 5,000 Co-Op shared branches— and over 100,000 surcharge-free ATMs nationwide. As a full-service financial institution committed to improving its members' lives and local communities, Georgia United serves all State Agency employees, Board of Regents colleges and universities, employees of over 500 companies and 14 school systems.

For more information on Share the Love, visit <http://www.lovemycreditunion.org/cusharethelove>. For additional information on Georgia United, visit georgiaunitedcu.org.

Farmers Market Website

Help Frankenmuth Credit Union win \$10,000 for the Frankenmuth Farmers Market!
LoveMyCreditUnion.org will donate \$10,000 to the organization with the most votes, and YOU could win \$100!



EACH DAY!



Share the Love

Credit Union: Frankenmuth CU Charity: Frankenmuth Farmers Market - Building Permanent Facility Project

"Frankenmuth Credit Union has always believed in giving back to the communities we serve. The video just gives a quick glimpse at just a few of the things Frankenmuth Credit Union, and their staff, are involved in. A note on our charity choice, The Frankenmuth Farmers Market is working to build a permanent structure in Frankenmuth. The Frankenmuth Farmers Market currently only operates in the summer months on Wednesday and Saturday's and gives start-up businesses from all over Saginaw and Tuscola counties an opportunity to sell their products and positively impact our whole region as their businesses grow. The Frankenmuth Farmers Market also positively impacts consumers in our area by shortening the miles from field to fork, and providing a better fresh food supply."

[Vote](#) [Share](#)

Step 1 - Register each different email address you use at <http://goo.gl/cblmCR> to receive your voting codes (one code per email). (Un-check the first box if you do not wish to receive emails.)

Step 2 - Each day through December 24, vote at <http://goo.gl/cblmCR> by entering each code you have. It only takes a second! Every vote is a chance for you to win \$100!

HELPFUL HINTS:

- *Bookmark <http://goo.gl/cblmCR> in your browser or as a shortcut on your desktop.
- *Keep your codes on a sticky note or in your smart phone as a reminder to vote every day.
- *Set daily reminders on your calendar or smart phone!
- *Ask your family, friends and contacts, near and far, to vote daily, and use social media too!
- *If someone isn't likely to vote each day, ask to register their email to you can vote for them!
- *Vote daily and remind others to help the Market win \$10,000!



Social Media Post



Frankenmuth Credit Union
October 15, 2015 · 🌐

Don't forget to vote today to help the Frankenmuth Farmer's Market win \$10,000!
<http://bit.ly/1KbmXDG>

Share The Love

"Vote for Frankenmuth CU Share the Love video! Help Frankenmuth CU win \$10,000 for Frankenmuth Farmers Market - Building Permanent Facility Project and you could win a \$100 gift card! Frankenmuth Credit Union has always believed in giving back to the communities we serve. The video just gives a quic...

LOVEMYCREDITUNION.ORG

TV and Radio Commercials

Script running on 3 stations, 4 times a day – FM B-95, FM 105.5 and 96.1



Social Media Buzz



 **Food Bank of South Central Michigan**
November 6 at 2:25pm · 🌐

Help the Food Bank get \$10,000. Vote for Kellogg Community Federal Credit Union's video about how the Food Bank fights hunger and we could win \$10,000 to help people right here in south central Michigan. You can vote once a day, now until Dec. 24. Follow the link to find out how to help. <http://www.lovemycreditunion.org/sharethelove...>



HELP THE
FOOD BANK
SHARE THE LOVE

Food Bank of South Central MI for Kellogg Community Federal Credit Union

 **Ronald McDonald House of Ann Arbor**
November 6 at 12:36pm · 🌐

WE NEED YOUR VOTES!!!!

Please help the Ronald McDonald House Charities of Ann Arbor win \$15,000!!!!

Past RMH Guests and long time supporter, M & M Memorial Golf is part of a contest called "Share The Love in partnership with their local credit union. They have created a video about RMH Ann Arbor that can help raise significant money for our Houses!... [See More](#)

Share The Love

Click to View, Vote and WIN!

**\$ for Charity.
\$ for You.**

Share the Love  LOVEMYCREDITUNION.ORG

"Vote for United Bay Community CU Share the Love video! Help United Bay Community CU win \$10,000 for Ronald McDonald House of Ann Arbor, MI and you could win a \$100 gift card! United Bay Community Credit Union partners up with the M&M Memorial Golf

Ronald McDonald House of Ann Arbor MI for United Bay Community Credit Union



 **Michigan Credit Union League & Affiliates**
January 5 at 7:38am · Lansing · 🌐


The real winners of the inaugural Share the Love campaign are the families of Ann Arbor thanks to United Bay Community Credit Union and Ronald McDonald House of Ann Arbor



First-Ever 'Share the Love' Grand Prize Winner Celebrates Making a Difference for Families in...

An archive of of articles previously featured on the MCUL homepage.

MCUL.ORG

 **Michigan CU League** @MichCULeague · Oct 5

Don't forget to vote for your favorite #ShareTheLove video for @LoveMyCU:
mcul.org/monitor?articl...

👍 1

 **Michigan Credit Union League & Affiliates**
October 5 at 8:39am · 🌐

Get your Share the Love votes in now!

1st Annual
Share the Love
Campaign

Monitor - Michigan Credit Union League
Monitor: the weekly newsletter of the Michigan Credit Union League & Affiliates.
MCUL.ORG





CUNA @CUNA · Nov 9

.@HealthCenterCU awarded Oct. winner of **#CUShareTheLove** campaign. Prize donated to @GACHildrens @LoveMyCU ow.ly/UqcTU



\$30K awarded to 1st 'Share the Love' winners

The October winners of the three-month "Share the Love" contest organized by CU Solutions Group were announced last week, and as a result three charities e...

news.cuna.org



CUNA @CUNA · 19 Oct 2015

26 states wooing **#CUSharetheLove** campaign; voting open now! **#CUNANews** ow.ly/TAop2



26 states wooing Share the Love campaign; voting...

Voting is now open for Share the Love, a charitable campaign that invites credit unions to submit videos showcasing their good works in the community. Selec...

news.cuna.org



CUNA @CUNA · 17 Sep 2015

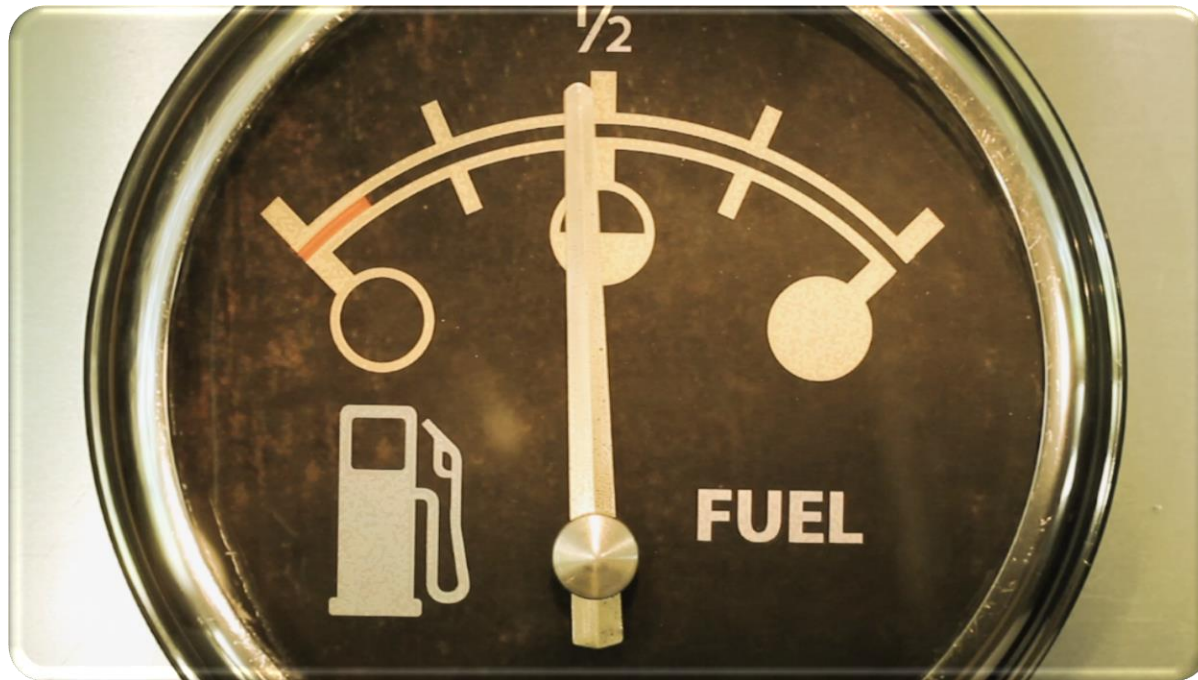
Cus have you shown the CU love? Upload your video for **#cusharetheLove** campaign. Could win \$ for choice of charity! ow.ly/Sm9s8



CUSG Consumer Marketing



State specific GSTV Ads ran October 1 – December 24, 2015



GSTV AD Michigan

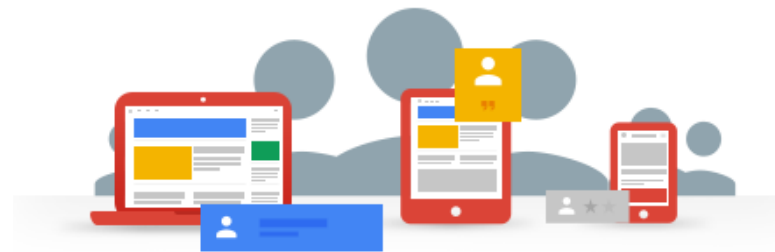


Digital Ads

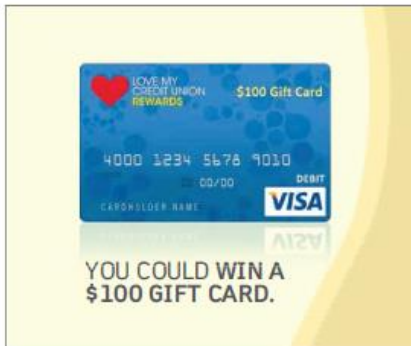
Worked with Focus IQ to develop programmatic digital ads that ran from October 9 – December 24 to get the word out about voting. This tactic used real time bidding and software through a media partner to make the buys based on a targeted market.

The strategy involved retargeting visitors to the lovemycreditunion.org site and prospects were sought based on profiling individuals like the ones that voted. In addition, voters were also retargeted with appropriate digital messaging.

Two design concepts were developed so that the version that was performing the best would optimize, with a third design concept expressing urgency to vote at the end of each month.



“Everyone Wins” digital ad set

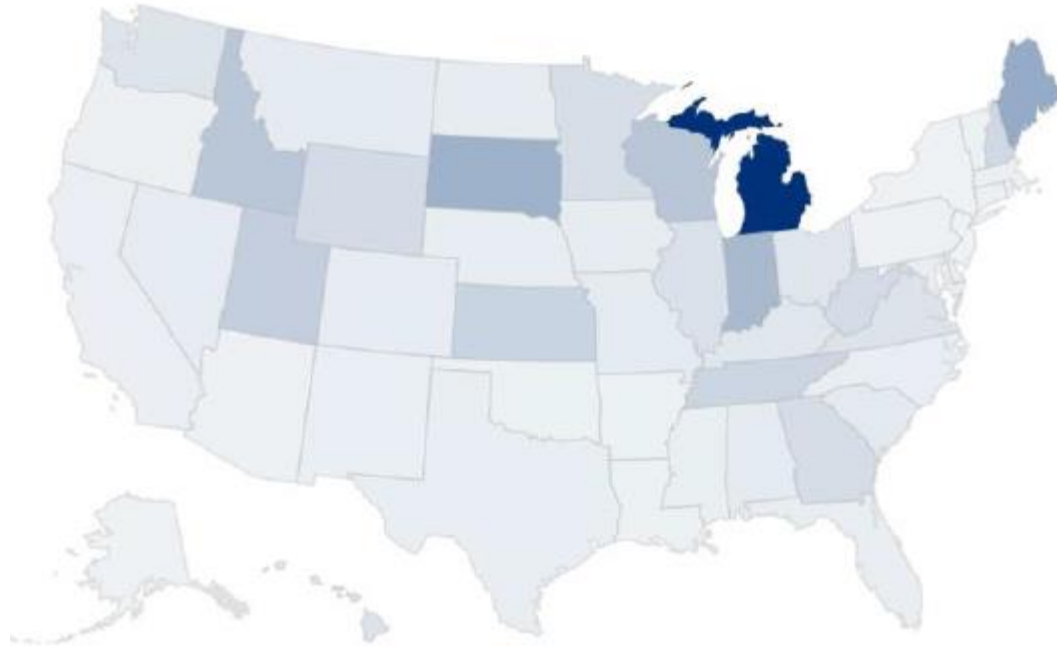


Impressions Delivered	Conversions
20,021,717	169,143

- Conversions were users who clicked the ad and went directly to the site and voted or users who were exposed to an ad and then returned to the site on their own and voted.
- The **conversion rate (80%)** for this campaign was very strong meaning that users converted at a higher rate, more often than is typical.
- Traffic steadily increased as the campaign ramped up averaging around **2.5k unique views per day** once the campaign was fully ramped.



Conversion (voting) volume distribution across the following States:



LMCUR Social Media

Post boosts and targeted paid ad sets drove user traffic and encouraged engagement in the campaign. Three (3) creative ad sets were developed by Focus IQ for current Love My Credit Union Rewards contacts and potential look-a-like audiences in Facebook. Several Share the Love posts were boosted.

Share the Love and LMCUR Paid Ads: Total Clicks to Website

Campaign Name	Results ⓘ	Reach ⓘ
Share the Love - Website Clicks	41,187 Website Clicks	752,793

Total Post Boosts

Results from 4 Campaigns	328 Post Engagements	7,329 People
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The image shows three overlapping screenshots of Facebook sponsored posts from 'lovemycreditunion'. The top-most post is partially cut off. The middle post shows the text: 'Money for charity. Money for you. Vote on your favorite video for a chance to win!' and a video player with a 'Vote' button. The bottom-most post is titled 'Share the Love Campaign' and contains the text: 'Each time you vote for your favorite video, we'll enter you to win a \$100 Visa gift card. Each month the winning credit unions will receive donations to their charities of choice.'



Trade Ads and PR





CONTACT US

LIVE CHAT

SEARCH



LOGIN

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Share the Love and the Credit Union Difference

September 2015 – Vol: 38 No. 9

Campaign is born out of the CU spirit of charity and goodwill.

Sponsored by CU Solutions Group

It's at the heart of the credit union social mission—people helping people. As not-for-profit cooperatives that provide low-cost, high-quality financial services to their members, credit unions occupy a unique place in an increasingly crowded financial services marketplace. While our competitors are driven to generate profits for shareholder return, our focus is on providing the highest quality member experience at the most reasonable cost.



It's More Than Just our Members

More than this, many credit unions are compelled to reach beyond the confines of their membership to positively impact society at large. Credit unions don't do this because the law requires it; they do it because it's the right thing to do. Credit union social mission activities come in all shapes and sizes. From school-based credit unions, to financial literacy events, to specialized programs designed to get members out from under the thumb of payday lenders—credit unions continue to innovate, and members continue to benefit from these good works.

To grow in this fiercely competitive environment, it is critical that we continue to cooperatively pool our



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Friday, August 7, 2015 – We have two terrific interviews for you today. First is how Summit Credit Union is changing lives with its highly successful ["Project Money"](#) program that's in its seventh year helping members find a firm footing financially. Winners receive \$10,000, to boot.

Second is Michigan Credit Union League/CU Solutions Group's new ["Share the Love"](#) video contest for CUs nationwide to submit videos on all the cool things they are doing for their members and communities. So click on each one at your convenience and enjoy!

The screenshot shows the CU broadcast website interface. At the top, there's a navigation menu with links for HOME, CASE STUDIES, SUPPLIER CENTRAL, SPONSORSHIPS, EPISODES, and MORE... The main content area features a video player for episode #430, titled '#430: Sharing the Love' with Michigan Credit Union League's Dave Adams... dated 8/8/2015. Below the video player, there's a download link for 'daveadams_audio.mp3'. To the right of the video player, there's an 'Author' section with a bio for Dave Adams, mentioning he is married, has five kids, and enjoys helping others and surfing. Below the author bio, there's a 'Categories' section with 'All' and an 'RSS Feed' link. An 'Archives' section lists months from October 2015 back to October 2012. At the bottom right, there's a vertical stack of small images representing various content pieces, with a 'vimeo' logo at the bottom.



The screenshot displays the CUToday website interface. At the top, there's a navigation bar with the site's logo and a search bar. Below the header, several content blocks are visible:

- THE neighborhood:** A featured article titled "Member Wins Belvoir FCU's 'Win-Win' Promotion" with a photo of three people holding a banner. Below the photo, text reads: "WOODBRIDGE, Va. Belvoir FCU has named Marcia H. of Richmond, Va., as the winner of the \$2,500 grand prize that was offered as part of a mortgage promotion."
- CLAYCO:** A banner for Clayco with the tagline "THE ART & SCIENCE OF BUILDING" and the website "claycorp.com/finfac".
- THE calendar:** A section titled "THE calendar" with the subtext "Take me away to more meetings...". It lists several events:
 - 24 JUN:** NCUA/AARP Webinar: Avoiding Frauds & Scams: A Primer for Older Americans (June 24 - 24, 2016)
 - 17 AUG:** Defense CU Council Conference (August 17 - 18, 2015)
 - 19 AUG:** National Federation of CDCUs Workshop: Expansion by Existing CDFIs (August 19 - 20, 2015)
 - 20 AUG:** FMSI Webinar, 'Scheduling Universal Associates in the Branch' (August 20, 2015)
- THE spin:** A section titled "THE spin" with the subtext "A Random Sampling of CU Websites" and a button that says "Spin the randomizer wheel...".
- THE 'tude:** A section titled "THE 'tude" with a smiley face icon.
- THE gig:** A section titled "THE gig" with the subtext "Welcome to The Gig, a listing of jobs available in credit unions throughout the United States. View the job board".
- Share the Love:** A promotional banner for "Share the Love" with the text "Your Good Work. Your Videos. \$ for Your Charities." and logos for CUNA and Love My Credit Union Rewards.
- CToday.info Announces The Gov >** A section with the text: "WASHINGTON- CUToday.info has created yet another resource for credit unions with The Gov. The Gov is designed to be a repository of all the advocacy work credit unions do in Washington, including comment letters, testimony and more."

At the bottom of the screenshot, there is a URL: <http://www.cutoday.info/> and a partially visible text: "Take it Easier for".



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CREDIT UNIONS
AS THEIR BEST
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Campaign Lets CUs Share Good Deeds, Give Back

Top videos in 'Share the Love' campaign earn donations to charities.

An online campaign will allow credit unions to showcase the good work and difference they make in their communities while giving them a chance to give back through a charitable donation.

CU Solutions Group and its member discount program, Love My Credit Union Rewards, teamed up with CUNA to run "Share the Love," a program that highlights—through video—how credit unions give back to their communities. Viewers vote for their favorite videos. For credit unions receiving the most votes, CU Solutions Group will make a donation to the charity of their choice. It expects to award up to \$105,000 in donations during the campaign. And up to \$15,000 in prizes will be awarded to randomly selected voters.

As of early last month, 78 credit unions from 27 states had submitted videos. And voters cast more than 3,000 votes during the first two days of voting, says Kaye Chervenak, project coordinator for membership enhancements at CU Solutions Group.

The campaign is a spin-off of a smaller-scale effort by a Michigan credit union. Employees at Public Service Credit Union, a \$150 million asset credit union in Romulus, Mich., gave back to its community through small, random acts of kindness, such as passing out donuts to workers plowing streets after a snowstorm, donating treats to the animal shelter, and paying for gas and topping off windshield wiper fluid. The credit union captured the acts on video and news of the credit union's kindness spread through word-of-mouth, social media, and traditional media.

When CU Solutions Group CEO Dave Adams heard about it, he thought it was something CU Solutions Group could do on a larger scale.

"This program idea inspired CU Solutions Group to see how we could be a catalyst for incentivizing the sharing of credit unions' incredible and heartwarming service to their communities," Adams says. "And to reward these good deeds with our own \$120,000 contribution was an honor for us."

It's easy for credit unions to participate. Capture your community outreach on video, showing in 60 to 90 seconds how your credit union makes a difference. Credit unions can submit videos through the end of the campaign in December.

Look for the videos at lovelycreditunion.org/sharethelove. That's where consumers and credit union members will watch the videos and vote. Based on asset size, credit unions that receive the most votes in October, November, and December will receive a \$10,000 donation made on their behalf to the charity of their choosing. The video with the most votes, regardless of asset size, at the end of the campaign will receive an additional \$15,000 donation on their behalf.

"This is our way of paying back and supporting something the industry is so proud of and strong in," says Lisa Rizk, senior vice president of membership enhancement and national sales for CU Solutions Group. "The more we can do to spread the word about the good work credit unions do, what they stand for, and how deeply engrained they are in their communities, the better."

1st Annual
Share the Love
Campaign

Share the Love Campaign

Share the Love



Video Contest To Showcase CU Good Works Will Offer \$100,000+ To 'Share the Love'

07/13/2015 09:11 pm

in Share f Like d f Share d G+ d T Tweet d



LIVONIA, Mich.—A video contest for credit unions has been launched that is offering more than \$100,000 to winning CUs' favorite charities.

The contest, called "Share the Love," is between CU Solutions Group and its member program, Love My Credit Union Rewards. The video campaign is inviting credit unions to showcase their good works. The goal, according to CU Solutions Group, is to exponentially increase acts of kindness across the country through encouraging credit unions to create and share videos that tell the story of the impact of small acts of compassion while supporting charities.

It works this way: Credit unions across the country create videos demonstrating how they care for their communities. Credit unions upload those videos to www.LoveMyCreditUnion.org/cusharethelove. The public will be invited to vote on their favorite videos in each asset category - small, medium and large. The credit unions that submit the videos that garner the most votes will each choose a charity to receive a \$10,000 donation. By the campaign's end, up to \$105,000 will be awarded.

In addition, members of the public who vote throughout the campaign will have an opportunity to win \$15,000 in prizes.

The Timeline:

- Aug. 1 – credit unions begin uploading videos
- Oct. 1 – public voting begins
- Oct. 1 – Dec. 24th – Each month \$10,000 is awarded to the winner in every asset category
- The video with the most votes at the end of the campaign – regardless of asset size – receives another \$15,000 for the chosen charity

Video Contest Offering \$100,000 to CUs' Favorite Charities

07/17/2015 12:44 am

in Share f Like d f Share d G+ d T Tweet d

LIVONIA, Mich.—A video contest for credit unions has been launched that is offering more than \$100,000 to winning CUs' favorite charities. The contest, called "Share the Love," is a joint venture between CU Solutions Group and its member rewards program, Love My Credit Union Rewards, and CUNA. The video campaign is inviting credit unions to showcase their good works. The goal, according to CU Solutions Group, is to exponentially increase random acts of kindness across the country through encouraging credit unions to create and share videos that tell the story of the impact of small acts of human compassion while supporting charities in a big way.

It works this way: Credit unions across the nation create videos demonstrating how they care for their communities. Credit unions upload those videos to www.LoveMyCreditUnion.org/cusharethelove. The public will be invited to vote on their favorite videos in each asset category - small, medium and large. The credit unions that submit the videos that garner the most votes will each choose a charity to receive a \$10,000 donation. By the campaign's end, up to \$105,000 will be awarded.

In addition, members of the public who vote throughout the campaign will have an opportunity to win \$15,000 in prizes.

The Timeline:

- August 1st – credit unions begin uploading videos
- Oct. 1st – public voting begins
- Oct. 1st – Dec. 24th – Each month \$10,000 is awarded to the chosen charity in the name of the winner in every asset category
- The video with the most votes at end of campaign – regardless of asset size – receives another \$15,000 for the chosen charity

"Credit unions are already known for their generous spirit and dedication to the communities they serve," said CU Solutions Group CEO David Adams. "We're pleased to help them honor that commitment even further with Share the Love. Every dollar donated makes a huge impact."

Voting Now Open For 'Share The Love' Campaign Videos

10/05/2015 08:53 pm

in Share f Like d f Share d G+ d T Tweet d



LIVONIA, Mich. – Voting is now open for the Share the Love campaign, a national effort to "come together for the greater good," according to CU Solutions Group.

To date, credit unions from 26 states across the U.S. have submitted videos, and local chapters of Children's Hospital, Boys and Girls Club, Junior Achievement, and United Way, among many others, stand to receive contributions.

"Share the Love has inspired credit unions across the country to create videos that showcase their good work in hopes to win donations for their charities," said David Adams, CEO of CU Solutions Group. "Consumer voting opened last week and credit union members are reaching out to their favorite charities. This campaign creates wins for everyone."

Credit union members and non-member consumers are invited to cast votes for videos at www.LoveMyCreditUnion.org. The campaign, up to \$105,000 in prizes will be awarded for credit unions to participate in throughout the campaign, according to CU Solutions Group.

Share the Love is a joint campaign program Love My Credit Union Rewards.



3 Charities Chosen for \$10,000 Donations From 'Share the Love' Campaign

11/06/2015 01:34 pm

in Share f Like d f Share d G+ d T Tweet d

LIVONIA, Mich.—Three charities have been chosen to about receive \$10,000 donations, thanks to the 1st Annual Share the Love campaign.

Launched in June, Share the Love urged credit unions to create videos making a case for why a particular charity deserved a \$10,000 donation. Credit unions were divided into three asset size categories, and consumers were urged to watch the videos and cast their votes. There are separate contests for October, November and December.

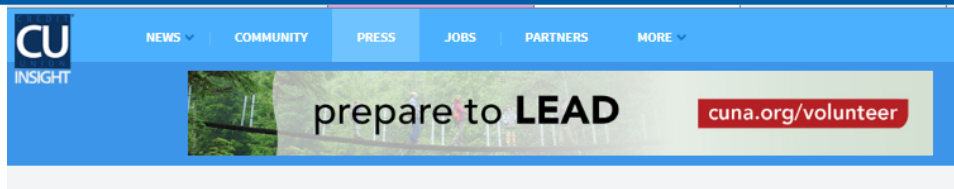
By the end of October, 100 credit unions had submitted a video to Share the Love and 103,023 consumer votes had been cast for where the charitable donations were to go. "Credit unions are all about giving back to their communities, and the tremendous response to this campaign is a reflection of that effort," said David Adams, CEO of CU Solutions Group, which is sponsoring the initiative.

The credit unions that won the \$10,000 donations to their respective charities for October are:

- **Large Asset:** Georgia United Credit Union, Children's Miracle Network – Children's Healthcare of Atlanta
- **Medium Asset:** United Bay Community Credit Union, Ronald McDonald House of Ann Arbor, Mich.
- **Small Asset:** Health Center Credit Union, Children's Miracle Network – Children's Hospital of Georgia

"Creating these videos has raised visibility to the good work we all do as a part of





Press



Share the Love campaign gaining momentum

Credit unions across the country join forces in “pay it forward” movement

LIVONIA, MI (October 5, 2015) — Voting is now open for the Share the Love campaign. From California to Maine and Michigan to Alabama, credit unions from every corner of the country are coming together for the greater good. It’s all part of the first annual Share the Love campaign, which continues to gain momentum.

To date, credit unions from 26 states across the U.S. have submitted videos, and local chapters of Children’s Hospital, Boys and Girls Club, Junior Achievement, the Special Olympics and United Way, among many others, stand to receive contributions. “Share the Love has inspired credit unions across the country to create videos that showcase their good work in hopes to win donations for their charities,” says David Adams, CEO of CU Solutions Group. “But it’s done so much more than that. Consumer voting opened last week and these videos, which celebrate the credit union difference, are reaching new audiences across the country. Credit unions are inspiring members to do charitable work. Members are voting to help credit unions and charities win. Charities gain new awareness for their causes. This campaign creates wins for everyone.” says Adams.

Credit union members and non-members alike are encouraged to view and cast votes for videos at LoveMyCreditUnion.org/SharetheLove. By the end of the campaign, up to \$105,000 in total will be donated to charities and up to \$15,000 in prizes will be awarded to randomly selected voters. There is still time for credit unions to participate in the campaign. Videos can be uploaded throughout the campaign.

“CU Solutions Group, Love My Credit Union Rewards, Credit Union National Association (CUNA), CU Social Good, credit unions and credit union service organizations across the country have worked hard to make the First Annual Share the Love campaign a success. It will likely be the first of many,” said Adams.

Complete submission guidelines and Share the Love campaign details can be found at LoveMyCreditUnion.org/CUSharetheLove.





Home

Stories

Impact Map

Georgia United Credit Union Wants to Share the Love

< Previous Next

Georgia United Credit Union Wants to Share the Love



Duluth, GA – Credit unions across the country are showcasing their good works for a chance to earn tens of thousands of dollars for a chosen charity. The top nine credit unions that submit the videos earning the most votes will each choose a charity to receive a \$10,000 donation and the grand prize winner will receive an additional \$15,000 for their charity. **Locally, Georgia United**

Credit Union is participating in the national “Share the Love” contest with proceeds to benefit Children’s Healthcare of Atlanta (CHOA).

The goal is to increase random acts of kindness across the country through shared videos that tell the story of community service. The video contest is a joint venture between CU Solutions Group and its member rewards program, Love My Credit Union Rewards, and the Credit Union National Association (CUNA). Georgia United’s 90 second video features their 2015 School Crashers makeover program.

Voting takes place from October 1 – December 24. Members of the public who vote throughout the campaign will also have an opportunity to win prizes. By the campaign’s end, up to \$105,000 will be awarded. **Please vote daily** and share the link with your friends, family and social media contacts. Together we can help fund treatment for deserving children at CHOA!



Credit Unions Hope to "Share The Love" through Video Contest



Public News Service - MI | November 2015 | Download audio

Education | Disabilities | Consumer Issues | Community Issues and Volunteering | Children's Issues
Philanthropy | Hunger/Food/Nutrition | Housing/Homelessness | Health Issues | Family/Father Issues



November 2, 2015

LANSING, Mich. - Credit unions have a long history of involvement with community causes, and a contest under way aims to showcase that and make more charitable work possible.

"Share The Love" is a nationwide contest, in which credit unions are being asked to create a short video showcasing their good deeds and charitable efforts in local communities.

David Adams, CEO of the Michigan Credit Union League, says credit unions aren't accustomed to bragging about the causes they're involved with.

Credit unions hope to share and further their good works through a contest now under way. Courtesy: Michigan Credit Union League

"Virtually every one of them has one, if not many, community service things that they're involved in," says Adams. "Sometimes the credit union's

contributing money and staff. In other cases, they're raising money for their cause."

Michiganders can vote once per day through Dec. 24 for their favorite video at LoveMyCreditUnion.org. The top nine vote-earning credit unions will each choose a charity to receive a \$10,000 donation, and the grand-prize winner gets an additional \$15,000 for their charity of choice.

Dozens of Michigan credit unions have uploaded videos to the site, and Adams says the votes have been pouring in. He describes community service as a natural part of the credit union philosophy of "people helping people."

"Extending a helping hand to make a loan to stretch to help somebody, or giving financial counseling, or helping someone borrow responsibly," says Adams. "It's the not-for-profit nature of credit unions."

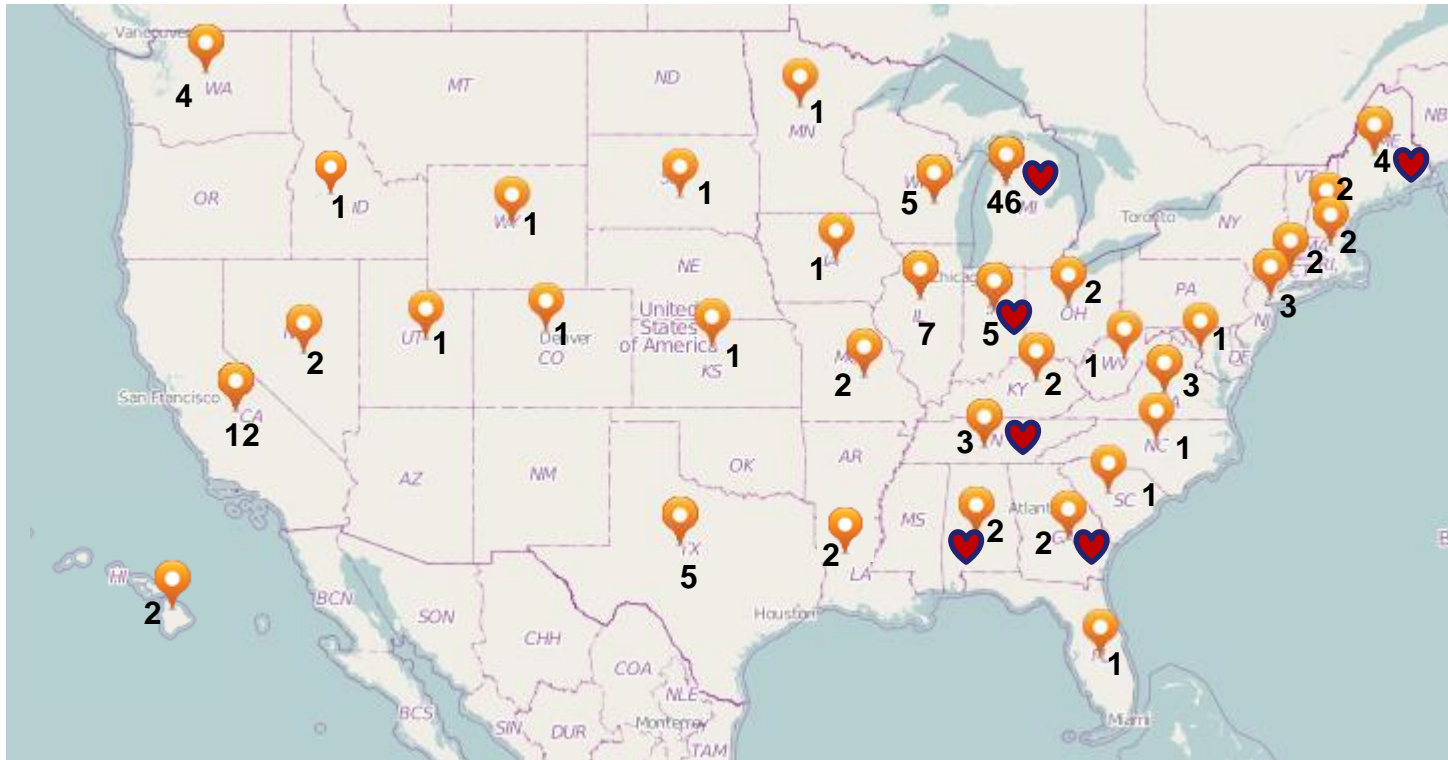
The video contest is a joint venture between Michigan-based CU Solutions Group and the Credit Union National Association. Voters also can win prizes, including VISA gift cards.



Participation & Results

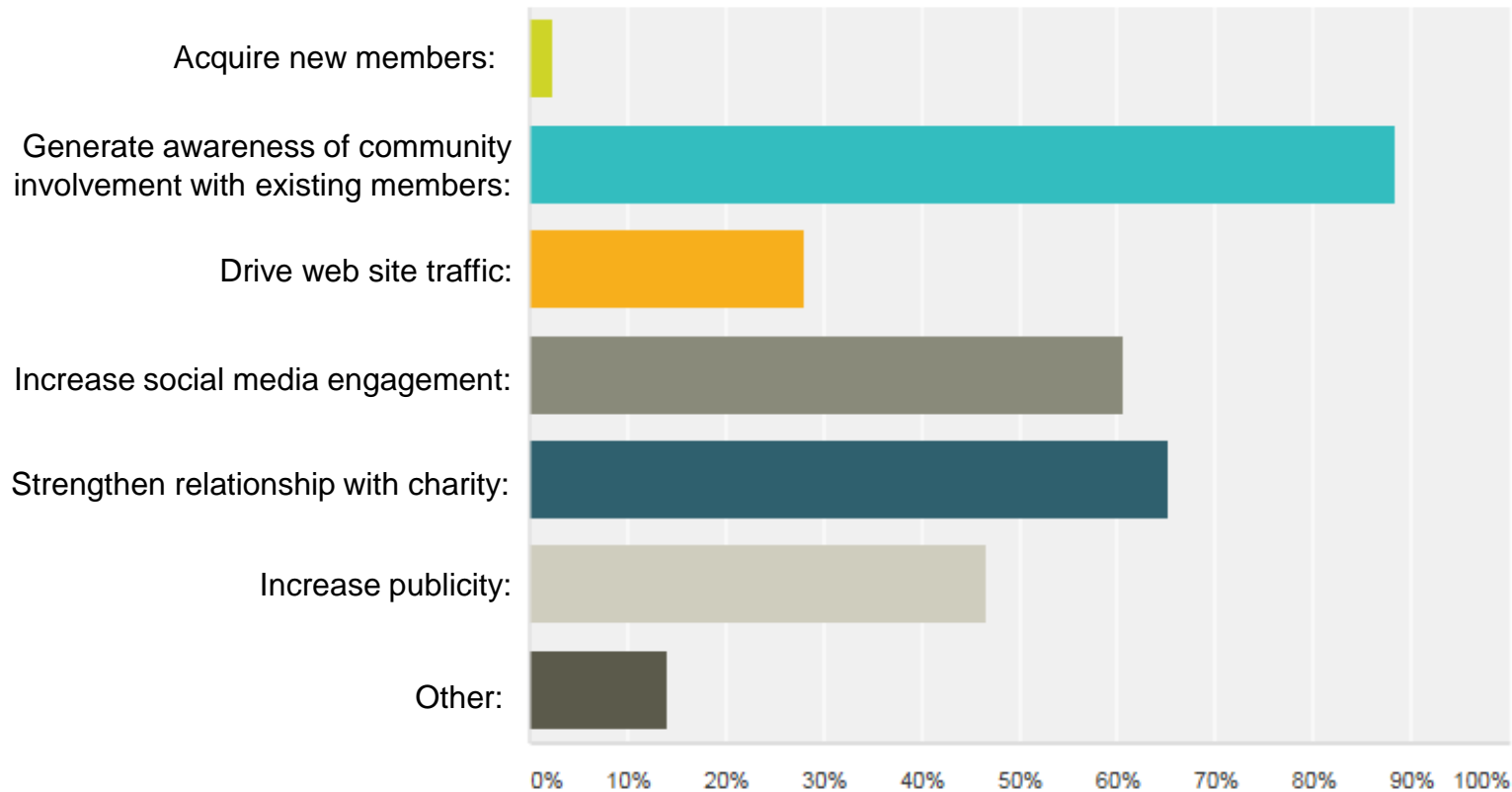


132 credit union videos were submitted across thirty-five states
426,416 votes cast for Share the Love videos



Participant Feedback

Do you feel participating in the campaign helped your credit union in any of the following ways (check all that apply)?:



STL participant survey results, January 2016

\$105,000 donated to 9 charities!

Month	Credit Union Name	State	Charity	Award
October	Health Center Credit Union	GA	CMN – Children’s Hospital of Georgia	\$10,000
October	United Bay Community Credit Union	MI	Ronald McDonald House of Ann Arbor	\$10,000
October	Georgia United Credit Union	GA	CMN – Children’s Healthcare of Atlanta	\$10,000
November	New Dimensions Federal Credit Union	ME	Maine Children’s Cancer Program	\$10,000
November	Frankenmuth Credit Union	MI	Frankenmuth Farmers Market	\$10,000
November	Alabama Credit Union	AL	Secret Meals for Hungry Children	\$10,000
December	Penobscot County Federal Credit Union	ME	Maine Credit Union’s Campaign for Ending Hunger	\$10,000
December	Northeast Community Credit Union	TN	Assistance Resource Ministries	\$10,000
December	Indiana Members Credit Union	IN	Indiana Members Foundation	\$10,000
Grand Prize	United Bay Community Credit Union	MI	Ronald McDonald House of Ann Arbor	\$15,000



Grand Prize Winner

Helping Credit Unions
Serve, Grow and Remain Strong

United Bay Community Credit Union (MI) with 36,622 votes



October Prize Awarding
Grand Prize Awarding to take place 2/12/16



UBCCU STL Video

Assets: \$186 million

Members: 18,145





Advocacy & Outreach

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Home > Industry & Program Resources > Publications and Multimedia > Michigan 'Share the Love' Winner Exemplifies Credit Unions at Their Best

Michigan 'Share the Love' Winner Exemplifies Credit Unions at Their Best

BAY CITY—United Bay Community CU already does a lot to help the Ronald McDonald House of Ann Arbor, and after winning \$10,000 for the charity in the “Share the Love” competition, it’s set to help out a whole lot more.

UBCCU has supported the Ronald McDonald House for more than two decades, ever since the M&M Annual Memorial Golf Outing was established to honor the memories of Megan and Melissa, two young girls with family connections to the credit union who were killed in a car accident. Another child, Jessica, survived the accident but spent months in the hospital, and her family relied heavily on the help of the Ronald McDonald House of Ann Arbor during that difficult time.

Since then, the golf outing has been held each year on the third Saturday of September, and several hundred people attend annually, including credit union staff and members, community members and even golfers from outside the state. Since the event was launched, more than \$250,000 has been raised to benefit the Ronald McDonald House.



Participants at this year's M&M Memorial Golf Outing, which since its inception has raised

According to Ann Russell, branch manager of UBCCU's Pinconning and Euclid locations, when UBCCU officials heard about the Share

CU SYSTEM

CU Solutions Group shares 'Love' with Dec. winners

January 5, 2016 |



LIVONIA, Mich. (1/6/16)—CU Solutions Group announced the December winners of its [Share the Love](#) campaign. Share the Love awards credit unions that submit videos of their generous efforts to give back to their communities.

In addition to its three monthly awardees that won \$10,000 each for a favored charity, the campaign named the year's grand prize winner, which scored an additional \$15,000 to go toward its good work.

Michigan Change Region ▾

Bay City credit union wins national contest, gives \$10,000 to Ronald McDonald House

United Bay Community Credit Union presented a \$10,000 check to the Ronald McDonald House Charities of Ann Arbor on Thursday, Nov. 19. The Bay City credit union, in partnership with M&M Memorial Golf Outing, won a national video contest and was awarded the money. (Andrew D'Arcangelo / The Bay City Times)



November Winner

Helping Credit Unions
Serve, Grow and Remain Strong

Frankenmuth Credit Union (MI) 34,877 total votes



November Prize Awarding



Frankenmuth CU STL Video

Assets: \$372 million

Members: 31,476





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Sharing The Love in Michigan? A Green Market

12/22/2015 08:15 pm

in Share | f Like 0 | f Share 0 | G+ 0 | Tweet

FRANKENMUTH, Mich.--Frankenmuth Credit Union here, which recently was one of three credit unions to win \$10,000 to be donated to the charity of its choice through the Share the Love competition, has named a local green market as the recipient of the funds.

Share the Love is sponsored by CU Solutions Group.

Frankenmuth CU has designated the Frankenmuth Farmers Market, which is in the process of building a new facility adjacent to the credit union, as the

1st Annual
Share the Love
Campaign

HEADLINES | CU SYSTEM

2nd Share the Love winner seeds community market

December 14, 2015 |

✉️ 🖨️ in 🐦 f G+

FRANKENMUTH, Mich. (12/14/15)--The latest Michigan credit union to be named a winner in the CU Solutions Group's Share the Love competition is working to make it easier for community members to access fresh fruits and vegetables.

Frankenmuth (Mich.) CU (FCU) was recently named as one of three credit unions to receive \$10,000 in November to be donated to a charity of their choice through the Share the Love competition.



MCUL
MICHIGAN CREDIT UNION LEAGUE & AFFILIATES

Advocacy & Outreach | Education & Networking | CU Solutions Group

Home > Industry & Program Resources > Publications and Multimedia > Share the Love > Winner Farmers Market

Share the Love Winner, Frankenmuth Credit Union, Donates Award to Farmers Market

The latest Michigan credit union to be named a winner in the Share the Love competition is working to make it easier for community members to access fresh fruits and vegetables.



Frankenmuth CU was recently named as one of three credit unions to receive \$10,000 to be donated to a charity of their choice through CU Solutions Group's Share the Love competition. The funds were donated to the Frankenmuth Farmers Market, which is in the process of building a new facility adjacent to the credit union.

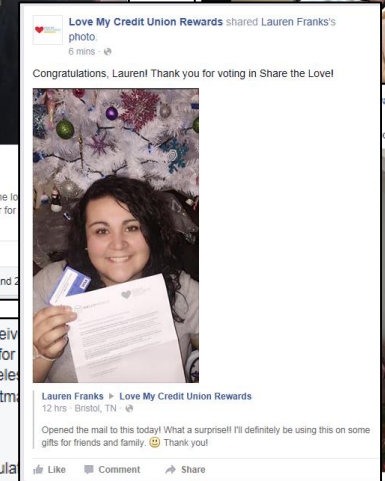
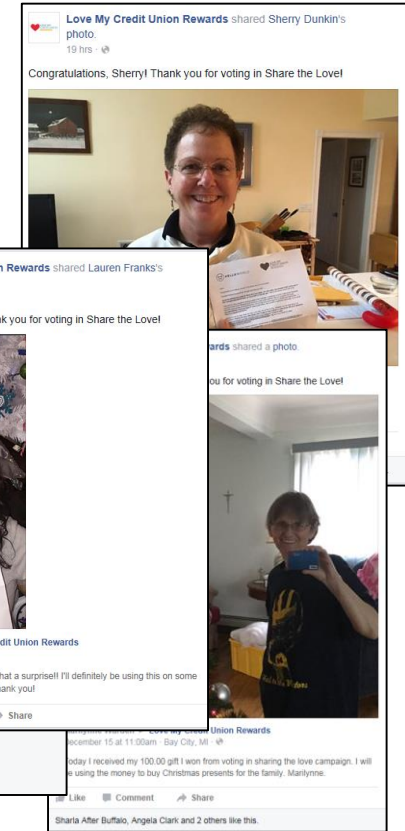
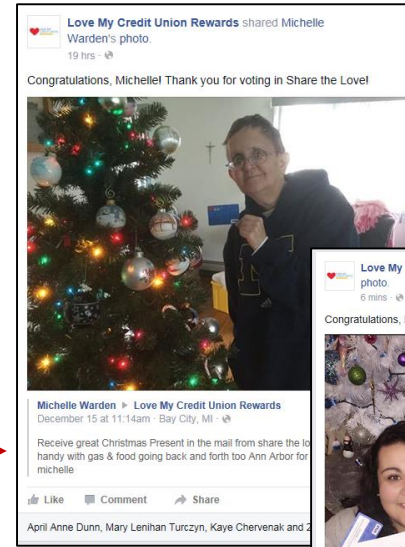




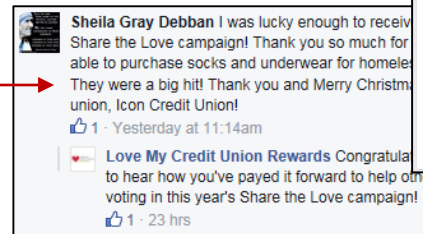
♥ 426,416 votes cast for Share the Love videos! Thank you for voting!

- 150 voters each won a \$100 Visa gift card totaling \$15,000 in consumer prizes

“Going to come in handy with gas & food going back and forth to my chemo treatments”



“I was able to purchase socks & underwear for homeless veterans”



New Dimensions Federal Credit Union (ME) November Share the Love Award Winner

