

Document and Report your Community Outreach

A message about the Community Reinvestment Initiative (CRI) and Report
From the MCUL Awards/CRI Committee

Why Do We Collect and Publish This Information?

Demonstrating your impact, and the collective credit union impact, with real numbers is the most powerful way to leverage the good deeds that credit unions do. Each year credit unions are asked to document their good works and report them to the Michigan Credit Union League through the CRI Survey. This information is compiled into the Community Reinvestment Report and made available to lawmakers, members, local consumers and businesses. Understanding how credit unions are different will help them understand why they should feel good about working with credit unions and protect our tax exempt status. It's not bragging, it is telling your credit union story.



What to Track?

Track activity that shows your credit union impact in the community, including:

- Amount of monetary and in-kind (goods/services) donations
- Amount of charitable donations raised from others by your credit union
- Number of volunteer hours by credit union employees
- Number and names of volunteer projects you support
- Amount and number of scholarships provided
- Financial Education Outreach
 - Seminars/Workshops/activities – number of events and number of attendees
 - Youth presentations
 - Student Credit Union data



How to Document?

It's not important how, just that you do it. Some ideas:

- Use a "Survey Monkey" survey. Ask employees to track and report volunteer involvement
- If your credit union uses the "Passageways" intranet software, tracking can easily be implemented
- A simple spreadsheet reporting template is posted on the MCUL website on this page:
www.mcul.org/Community_Reinvestment_Initiative_2355.html



Report Your Impact!

- Report community outreach to the MCUL on the annual CRI Survey each fall
- Report youth financial education presentations to the National Youth Involvement Board at www.nyib.org
- Report student credit unions to CUNA at www.cuna.org/finlit/youth/youth_inschool.html



Tell Your Story

- To your employees and board members
- To your members
- To your lawmakers and civic leaders
- To local businesses and your community

About the MCUL Awards/CRI Committee:

Comprised of credit union volunteers, the committee works to foster and highlight credit union community reinvestment initiatives and credit union award activity to the credit unions, the greater community, and to lawmakers. Committee Co-Chairs: Michael Poulos, Michigan First Credit Union, and Hank Hubbard, Communicating Arts Credit Union.