



**SCAN THE QR CODE TO
SIGN UP TODAY!**



MEDIA TALKING POINTS

MISSION OF THE SOCIAL MEDIA BLITZ:

To bring credit union movement together on a single day with the purpose of inspiring authentic and high-energy conversation about why we love our credit unions.

RULES OF THE BLITZ:

On July 26, 2024 use the hashtag #ILoveMyCreditUnion across social media platforms to share why you love your credit union

WHERE TO FIND TOOLS AND RESOURCES:

Website - ilovemycreditunion.social

New tools this year - more languages and videos for stories

CHARITABLE GIVING PORTION:

For Leagues, participate in the Influencer Collaboration Committee to be entered into the Children's Miracle Network Hospital \$20k Raffle. Four participating leagues will win!

GIVING:

Build a strong internal engagement strategy to have your entire staff talking about #ILoveMyCreditUnion on social media on July 26. [Share the idea](#) to be entered into a raffle for one of 10 branded swag kits!

NEWSROOM:

Submit your news articles on the [website's newsroom](#) to gather all of the press coverage of the day!

#ILOVEMYCREDITUNION