



#ILOVEMYCREDITUNION

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 31, 2026** use the hashtag #ILoveMyCreditUnion across social media platforms to share why you love your credit union. Remember to also "like" and "share" posts made by others to help boost our reach!

WHERE TO FIND TOOLS AND RESOURCES:

Website - ilovemycreditunion.social



CHARITABLE GIVING:

This #ILoveMyCreditUnion Day, ICUL is directly supporting our three Illinois CMN hospitals with \$5,000 each, aiming to inspire a nationwide wave of localized giving alongside the global celebration of why we love our credit unions. We're sharing our initiative as a model for your league to empower your state's credit unions to support their local CMN hospitals using the resources available on the CMN website. Let's collectively amplify our community impact!

NEWSROOM:

Submit news articles about your celebration or charitable giving directly to the #ILoveMyCreditUnion team to be included in press coverage! Email us here: ilovemycreditunion@icul.com

FOLLOW #ILOVEMYCREDITUNION ON INSTAGRAM AND FACEBOOK:

 @_ilovemycreditunion
 @ilovemycreditunion