



JULY 30, 2021 | #ILOVEMYCREDITUNION

# IN ONE DAY:

5,000+  
PEOPLE



700+  
COMMITTED  
ORGANIZATIONS



48  
STATES



9  
COUNTRIES



**22** MILLION PEOPLE REACHED

**33** THOUSAND ACTIVELY ENGAGED



JULY 29, 2022

## THE IMPACT

THE #ILOVEMYCREDITUNION SOCIAL MEDIA BLITZ HAD A GLOBAL REACH OF OVER 6 MILLION PEOPLE WHO SHARED THEIR STORY TO RAISE CREDIT UNION AWARENESS.

55+  
THOUSAND

ACTIVE  
ENGAGEMENT

\$35+  
THOUSAND

COMMUNITY  
GIVING

100%  
AUTHENTIC

GRASSROOTS  
MOVEMENT

7K+  
PEOPLE

850+  
ORGS

50  
STATES

11  
COUNTRIES

WWW.ILOVEMYCREDITUNION.SOCIAL



**9**  
MILLION

PEOPLE  
REACHED

**30**  
THOUSAND

ACTIVE  
ENGAGEMENTS

**\$34+**  
THOUSAND

CHARITABLE  
GIVING

# THE IMPACT

THE CREDIT UNION MOVEMENT CAME TOGETHER TO RAISE AWARENESS, INSPIRE AUTHENTIC CONVERSATION, AND SHARE THEIR LOVE STORIES USING THE COMMON HASHTAG #ILOVEMYCREDITUNION.



1000+  
ORGS



50  
STATES



9  
COUNTRIES



## THE IMPACT

THE CREDIT UNION MOVEMENT CAME TOGETHER TO RAISE AWARENESS, INSPIRE AUTHENTIC CONVERSATION, AND SHARE THEIR LOVE STORIES USING THE COMMON HASHTAG #ILOVEMYCREDITUNION.

July 26, 2024



**15**  
COUNTRIES

COLLABORATING WITH

**50**  
STATES

**1080**  
ORGANIZATIONS

REACHING OVER  
**4 MILLION**

ENGAGING MORE THAN  
**500 THOUSAND**

CHARITABLE GIVING  
**\$20 THOUSAND**



THE CREDIT UNION MOVEMENT COLLABORATES ACROSS ALL SOCIAL MEDIA CHANNELS TO BOOST AWARENESS THROUGH AUTHENTIC STORYTELLING, UNIFIED BY THE COMMON HASHTAG:

#ILOVEMYCREDITUNION

- ✓ 50 STATES
- ✓ 21 COUNTRIES
- ✓ \$15K+ IN GIVING



2025

# THE IMPACT:

REACHING

# 7M

# PEOPLE WORLDWIDE!



# 2026

# COMING SOON

