

On July 25, the global credit union movement comes together to tell their story using #ILoveMyCreditUnion!



ONE DAY



ONE MOVEMENT



ONE HASHTAG

PREPARATION

APRIL: Gather your team & create your engagement plan for credit union members & staff. Consider a member engagement giveaway or donation drive for Children's Miracle Network Hospitals

MAY: Select Tools from #ILoveMyCreditUnion website to use for website, email, & social media. Share the strategy with your whole team!

WEBSITE

JUNE: Post a banner on website or your mobile app announcing the date for the social media campaign!

EMAIL

JUNE & JULY: Include the details of your engagement campaign in your monthly newsletter & drum up excitement for members to participate on July 25, 2025. Notify local media if you'll be hosting an event.

SOCIAL MEDIA

JULY: Capture staff content early and schedule your posts for July 25. Consider a countdown to encourage participation if you are hosting a giveaway.

JULY 25: Focus on campaign engagement! Comment on your member's posts and engage with other credit union's content to increase metrics for the day. Make sure you are using **#ILoveMyCreditUnion!!**