

On July 31, the global credit union movement comes together to tell their story using #ILoveMyCreditUnion!



**ONE DAY**



**ONE MOVEMENT**



**ONE HASHTAG**

## PREPARATION

**MAY:** 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

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 31, 2026. Notify local media if you'll be hosting an event.

## SOCIAL MEDIA

**JULY:** Capture staff content early and schedule your posts for July 31. Consider a countdown to encourage participation if you are hosting a giveaway.

**JULY 31:** 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!!**