

1st Annual
Share the Love
Campaign



People helping people is at the heart of credit unions' social mission.
Join the Share the Love movement!

The Share the Love campaign provides credit unions with the opportunity to showcase all the good work they are doing in their communities and for their members.



Create a Video:

- 60-90 second video capturing the wonderful work your credit union is doing for your members and community
- The video should be produced in-house with available equipment via personal camcorder, a camera that shoots video or even a cell phone



Upload Your Video:

- Open to all credit unions nationwide; one video entry per credit union
- Starting **August 1, 2015** credit unions can upload and submit their video at LoveMyCreditUnion.org/CUShareTheLove



Your Credit Union Could Win Thousands for Your Favorite Charity:

- Videos submitted will be displayed on LoveMyCreditUnion.org starting **October 1, 2015** for consumers and credit union members to view and vote for their favorite videos
- **October, November, and December** -Three winners will be selected each month based on top votes in each category based on credit union asset size:
 - Small = less than \$100 million
 - Medium = \$100-\$499 million
 - Large = \$500 million or more
- Winning credit unions will receive a **\$10,000 donation** on their behalf to the charity of their choice. A total of 9 credit unions will win \$10,000 each. The credit union with the most overall votes will be declared the grand prize winner and receive a **\$15,000 donation** to the charity of their choice.

For official rules and more campaign details, visit www.LoveMyCreditUnion.org/CUSharetheLove

