



## CAT/GRIZ ICON FUNDRAISER

# BRAWL

# of the WILD

CAMPAIGN Dates: November 1 - 22, 2024

The Montana CU4Kids Cat/Griz Icon Campaign is a great way to engage members in your fundraising initiative. Your credit union can receive football icons for no charge. Then, encourage members to donate a dollar in exchange for writing their name on either the MSU Bobcat or UM Griz football icon to display in your branch.

All funds raised will support Shodair Children's Hospital, Montana's only Children's Miracle Network Hospital. Shodair is creating a healthy and hopeful Montana through specialized psychiatric care for children and adolescents along with a nationally recognized genetics program providing care for all ages. The Icon Campaign is an easy way to engage your members in supporting local children.

### HOW TO GET STARTED

- Request Icons from Montana's Credit Unions by emailing [Michelle@mcun.coop](mailto:Michelle@mcun.coop).
- Create a general ledger account to deposit the funds from the icon sales.
- Involve all employees who have direct contact with your members.
- Ask members to “buy” an icon for a \$1 donation.
- Display the sold icons in your branch.

### DISPLAY ICONS IN YOUR BRANCH

Display icons throughout the campaign in a fashion that works best for your particular branch. One idea is to secure string/twine in highly visible areas where members and visitors can see that your credit union supports Children's Miracle Network Hospitals and your affiliated children's hospital.

### REPORTING PROCEDURES

At the end of your campaign, send the results of your sales by Wednesday, November 27 to Michelle. By December 1, complete the CU4Kids Donation Reporting Form on the CU4Kids webpage and mail your check, made out to Montana's Credit Unions (memo: CU4Kids Donation), and remit along with the Donation Reporting Form.

### QUESTIONS

Contact **Michelle Skinner**, Montana's Credit Unions at 406-594-9888 or [michelle@mcun.coop](mailto:michelle@mcun.coop).



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