

Open Your Eyes to a Credit Union®

Minnesota Awareness Initiative 2021

**OPEN YOUR EYES
TO A
CREDIT UNION**

The Open Your Eyes to a Credit Union Minnesota Awareness Initiative promotes awareness of credit unions statewide. The campaign focuses on creating awareness and understanding of MN credit unions, while tying into the national Open Your Eyes to a Credit Union initiative by promoting a broad category of credit unions.

Contributors to the campaign have access to *Open Your Eyes* branded marketing materials; plus preferred placement on the campaign's credit union locator – www.youmoneyfurther.com. We are excited to introduce a number of enhancements and new features coming next year for contributors: like "audience sharing", "join now" buttons, a credit union matcher, and newly designed YourMoneyFurther.com website.

The contribution guideline of **\$1 per member** or by asset-based tiers remains consistent as we enter the third year of the campaign. While we certainly encourage credit unions to donate at the suggested campaign level, donations of all amounts are welcome. Pledge today and include Awareness in your 2021 budget planning.

Asset Size	Suggested Annual Contribution
+\$6B	= \$500K
\$2.5B – \$6B	= \$250K
\$1B – \$2.5B	= \$140K
\$600MM – \$1B	= \$65K
\$300MM – \$600MM	= \$38K
\$100MM – \$300MM	= \$24K
\$50MM – \$100MM	= \$15K
\$25MM – \$50MM	= \$1K
Under \$25MM	= \$500

Please send your completed pledge form, or any questions about the campaign, to Andrea Molnau, VP Communications & Engagement at amolnau@mncun.org.

Credit Union Name: _____

Annual Pledge: _____

Please invoice our 2021 contribution in (Check One): ☐ 2020 ☐ 2021

CEO Name: _____

CEO Signature: _____



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