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Hello,

As you may be aware, we recently launched a joint CUNA/ICUL initiative to highlight the credit union difference - www.BetterForIllinois.org. This initiative resulted from an increase in anti-credit union messaging last year by banks and their associations in Illinois and other states in the Midwest.

We want to showcase stories from your credit union staff and its members on the website. While we know the Coronavirus disease (COVID-19) pandemic has brought uncertainty and a sense of grief to our nation, we also know that our core credit union values are stronger than ever during these times. By asking members and staff to post these stories, it will help us remind lawmakers just how valuable not-for-profit credit unions are to local communities. We will encourage legislators to view the Better for Illinois website to see all the great things their credit unions are doing!

SAMPLE EMAIL

To help you get the message out, we have a Member Activation Program (MAP) [member template](#) that you can send to your members to ask them to share stories about how your credit union has helped. Many credit unions throughout Illinois already participate in MAP. The main goal of this program is to educate credit union members and employees about our issues. The objective of this email is not only to educate them about credit unions, but also requests stories of how their credit union helped them. Your marketing/communications team can alter the text and wording any way that you see fit. You know your members better than anyone so you should use language that will resonate with your members. Use this template as a starting point and feel free to edit.

Additionally, an [employee template](#) has been created. Credit union employees are on the front lines and know firsthand how credit unions have assisted members throughout communities during the COVID-19 pandemic.

MAP COMMUNITY

When you distribute this message to your members and/or staff, we ask that you report back on [CUNA's website](#). Choose the "BetterforIL Member Template" or "BetterforIL Employee Template" from the drop-down box of campaign options. By doing so it helps us assess how the campaign is being received, improve the program and our advocacy efforts.

Additionally, please feel free to ask questions and share feedback with your peers, and see other resources on the [MAP Community](#). This is the perfect platform to communicate with your peers during this challenging time. Credit unions are doing wonderful work to help their members and sharing these ideas helps all of us serve our members and communities better.

ADDITIONAL RESOURCES

CUNA has created additional resources to help promote your credit union during this time. These resources can be accessed via the [COVID-19 Response Center](#) under External Communications Resources. Some new ads for use on digital or traditional radio are available on how credit unions are there for members during these difficult times. Graphical elements for use on social media and digital radio channels can be found there as well.

The ICUL has a page with various resources to provide guidance to credit unions during the pandemic.

<https://www.icul.com/covid-19-credit-union-response/>

Thank you for your consideration of this request.

As always, if you have any questions please do not hesitate to contact [me](#) or [Keith Sias](#).

Sincerely,

Pat Huffman

ICUL Director of Political Affairs

Pat.Huffman@icul.com