



**FOR IMMEDIATE RELEASE**

**Media Contact**

Melissa Vidito  
Illinois Credit Union System  
630-983-3400  
melissa.vidito@envisant.com

**Credit Union Collaboration and Giving Make Social Media Blitz a Success**

Naperville, IL. August 8, 2022 – The Illinois Credit Union System (ICUS), in collaboration with over 850 organizations, took social media by storm for the 2<sup>nd</sup> annual #ILoveMyCreditUnion social media blitz on July 29. The goal of the grassroots campaign was to encourage authentic high-energy conversation across social media platforms to build credit union awareness. The campaign saw participation from all 50 states and 11 countries around the world.

With a global reach of more than 6 million people and a hearty 55,000 active engagements, the real success of this year’s campaign shifted to the creative content generated by over 7,000 people. ICUS produced a new, user-friendly website for the campaign providing tools for organizations to download and deploy. “We saw an increase this year in original and impactful content coming from credit unions around the world,” Staci Hering, ICUL Director of Outreach and Engagement said. “We were impressed with the amount of customization there was across all social media platforms. We’re thrilled to see credit unions personalizing the campaign and really making it their own.”



While the creativity of the campaign collateral was notable, the shining light of the campaign was a focus on community giving. Encouraged by the **Giving** component of the campaign, in which participants submitted their engagement plans for a chance to win \$1,000, credit unions collectively took action with donation drives, volunteering, and events to celebrate and support members and the communities they serve. “Credit unions are first and foremost service organizations dedicated to helping others,” Tom Kane, President and CEO of ICUS noted. “As part of this initiative, our team was thrilled to financially support the mission of credit unions through Envisant’s \$25,000 in total contributions to a Children’s Miracle Network hospital and ten local charities. Everyone in the credit union now knows #ILoveMyCreditUnion, so we are looking forward to an even bigger impact worldwide in 2023!”

**About ICUL**

The Illinois Credit Union League is the trade association for 217 state and federal credit unions in Illinois. It focuses on providing legislative and regulatory advocacy, compliance assistance and information, and a wide

1807 W. Diehl Rd.  
P.O. Box 3107  
Naperville, Illinois  
60566-7107

(800) 942-7124  
(630) 983-3400  
(630) 983-4284 Fax  
www.iculeague.coop

Springfield Branch  
225 S. College Ave., Suite 200  
Springfield, IL 62704  
(217) 744-1800



range of educational and training services to those credit unions, who in turn serve more than 3.4 million members. More information can be found at [www.icul.com](http://www.icul.com).

**About Envisant**

Envisant is a credit union service organization helping credit unions across all 50 states achieve their vision. A subsidiary of the Illinois Credit Union League, Envisant brings experience and expertise to all areas of credit union service. Our forward-thinking product strategy features credit and debit programs, pre-paid debit cards, portfolio development consulting, agent credit card programs, ATM services, collections, marketing and more. Get to know us at [www.envisant.com](http://www.envisant.com).

###

1807 W. Diehl Rd.  
P.O. Box 3107  
Naperville, Illinois  
60566-7107

(800) 942-7124  
(630) 983-3400  
(630) 983-4284 Fax  
[www.iculeague.coop](http://www.iculeague.coop)

Springfield Branch  
225 S. College Ave., Suite 200  
Springfield, IL 62704  
(217) 744-1800