Credit Unions' On-Line Disaster Relief Fundraising System

Whenever, Wherever Disaster Strikes:

STEP 1: STATE CU ORGANIZATIONS & NATIONAL CU FOUNDATION GAUGE THE DISASTER'S IMPACT TO DETERMINE THE LEVEL OF APPEAL TO CUs:

1. Limited geographic impact = no major appeal
2. Regional impact = regional or possible national appeal
3. National or international impact = system-wide appeal

STEP 2: NATIONAL CU FOUNDATION ACTIVATES THE DISASTER RELIEF FUND.

DONATIONS VIA VISA, MASTERCARD & AMERICAN EXPRESS ACCEPTED AT www.cuaid.coop

STEP 3: NCUF BEGINS THE APPEAL.

E-MAIL,WEB & TRADITIONAL COMMUNICATIONS DRAW ATTENTION TO VARIOUS MEANS OF GIVING, BUT EMPHASIZE CONVENIENCE & SPEED OF ON-LINE DONATIONS VIA www.cuaid.coop

STEP 4: STATE CU ORGANIZATIONS PROMOTE THE APPEAL TO MEMBER CUs.

CUs ARE URGED TO MAKE DONATIONS & FEATURE THE "CU AID" ICON WITH A LINK ON THEIR SITES.

STEP 5: CUs ENCOURAGE DONATIONS FROM THEIR EMPLOYEES & MEMBERS

CUs DOWNLOAD MATERIALS FROM www.cuaid.coop FOR:

- ✓ Internal and external web sites
- ✓ Point-of-sale materials
- ✓ Statement stuffers

STEP 6: NCUF CHANNELS DONATIONS TO CU ORGANIZATIONS SERVING THE DISASTER AREA.

DONATIONS VIA www.cuaid.coop ARE:

- ✓ Delivered more quickly & efficiently to CU people in their time of greatest need
- ✓ Acknowledged immediately via thank-you e-mails to donors
- ✓ Compiled into reports for state CU organizations & CUs

BENEFITS

- More funds faster and more cost effectively
- More efficient distributions to disaster areas
- Quick and efficient acknowledgement process
- Consistent message regarding how funds are used
- Ease of reporting for donor accountability
- Ability to develop relationships with donors

cuaid.coop

CREDIT UNIONS HELPING CREDIT UNIONS DURING DISASTER