

Minnesota Consumer Awareness Initiative 2022

The Minnesota Awareness Initiative promotes the consideration of credit unions to consumers statewide through a cooperative advertising effort, and is an important element of MnCUN's 50x30 goal – 50% of Minnesotans belonging to a credit union by 2030. As we enter the fourth year of the initiative, we are excited to debut a new national creative platform to help move consumers from awareness to action, and align messaging with advocacy and financial inclusion efforts.

Contributors to the campaign receive use of new marketing materials; plus preferred placement on the campaign's credit union locator – www.youmoneyfurther.com. We are excited to introduce further enhancements and new features coming early in 2022 including an enhanced locator and lead generation tools.

The 2022 Awareness Fund contribution guideline is **\$1 per member**. While we encourage credit unions to donate at the suggested campaign level, donations of all amounts are welcome. You may send your contribution today or make a pledge to be invoiced in January of 2022.

Pledges may be emailed to Andrea Molnau, VP Communications & Engagement at amolnau@mncun.org; contributions can be mailed to the address below.



Fundraising Goal =
\$850,000



Annual commitment



**Recommended
contribution = \$1 per
member**



Any size contribution is
welcome and will provide
contributor benefits

Credit Union Name: _____

Contribution amount: _____ Donation enclosed or please invoice us in Jan. 2022

CEO Name: _____

CEO Signature: _____

