

Ways to Celebrate Credit Union Youth Month

Focus on Celebrating Youth Members

- Offer a match on the members' initial youth savings account deposit.
- Offer a free gift to any youth member who opens a new account or makes a deposit into their existing account.
- Offer a drawing for youth members who open a new account and make a deposit into their existing account. Examples include movie tickets, admission to a local children's museum or zoo, gift cards, etc.
- Offer a new youth member goodie bag that includes credit union promotional items.

Focus on Driving Awareness in the Community

- Modify the Credit Union Youth Month press release to meet your credit union needs and share with local news media.
- Pitch the story to your local TV and radio outlets to drive awareness of the importance of teaching children about savings during Credit Union Youth Month.
- Create tips for ways to teach children about saving in a digital world.
- Incorporate Credit Union Youth Month at existing community events in April.
- Look for community events to target young families. Consider a partnership with your local children's museum, aquarium, zoo and other like-minded organizations that appeal to families.

Focus on Driving Awareness Among Members

- Highlight Youth Month throughout credit union channels:
 - Statement message
 - Website banner
 - ATM/ITM graphics
 - In-branch signage
 - Closed circuit branch TV network
- Write an article about Credit Union Youth Month to feature on your website.
- Post trivia questions about your credit union on your social media networks in exchange for giveaways like gift cards and special prizes.

Focus on Education

- Host a financial literacy workshop in your service area.
- Partner with Junior Achievement to volunteer for a JA class to help educate students about financial responsibility.
- Offer your credit union as an elementary/primary school field trip destination.
- Offer a series of lectures on basic finance in the evenings or over the lunch hour for your members. Topics can include managing a checking account, building good credit, shopping for a mortgage, handling credit cards and saving for college/university.
- Sponsor an essay or art contest for young members or your entire membership. A short essay (100 words or less) about why the credit union is special or how has the credit union helped your family could be essay topics. Publish the winning entries in your newsletter or in the local newspaper.