

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

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



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

