



Northwest Credit Unions for Kids Fundraising Platform Activation Guide

Overview

Credit Unions for Kids has been a collaborative effort of Northwest credit unions since its inception in the Northwest in 1986. Credit unions have served as dedicated supporters over the years, raising millions to benefit Children's Miracle Network Hospitals. This year presents an opportunity to come together and build a new tradition.

NWCUA and Credit Unions for Kids are excited to introduce Frontstream, a new fundraising platform for credit unions.

Frontstream has been an industry leader in providing online and virtual fundraising solutions to non-profits and their fundraising partners for years. Now credit unions can use this resource to create customized online giving pages.

The beauty of this tool is that credit unions can get creative and take advantage of its features in a variety of ways:

- Challenge a credit union near you to a friendly fundraising competition!
- Easily collect funds through credit card donations.
- Engage your membership in virtual giving and promote your customized fundraising URL on your credit union's website, on social media, and in other communications.

To get you started with your fundraising efforts, check out the information and toolkit below for specific activation step and for inspiration to make it your own. If you have questions, please reach out to Holly Miller at NWCUA (hmillier@nwcua.org) or Nick Coleman at CMN Hospitals (ncoleman@cmnhospitals.org) anytime.

Good luck and happy fundraising!

About the Platform

This platform will help you capture donations from your community, including members and employees. Many credit unions in the Northwest fundraise for their local children's hospital in some capacity, whether it's Miracle Jeans Day, selling Icons in the branch, or some other creative initiative. This tool will allow you to take your fundraising to the next level. The donor can simply click on your unique URL and make an online donation with their credit card.

How to create your unique giving page

1. [Click this link](#) to access the landing page for the Northwest Credit Unions for Kids fundraising platform.
2. Scroll down and click the link for the hospital your credit union would like to support.
3. Click on 'Create Your CU Page'

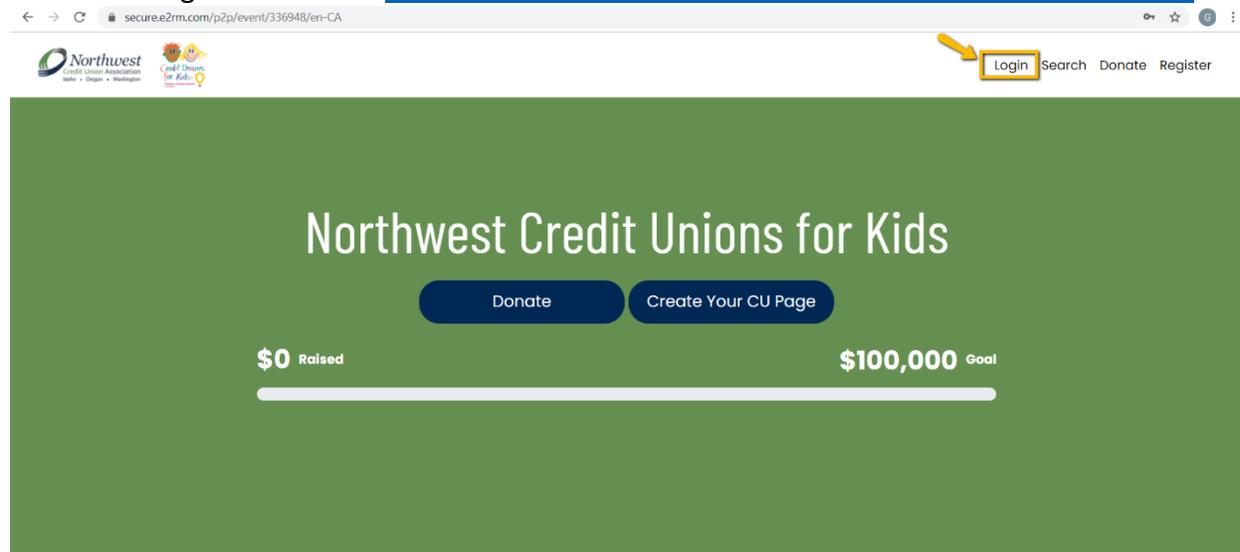
4. Again, click the hospital your credit union would like to support.
5. Click the Registration Type you prefer.
 - a. Build a credit union or micro-community page: This is going to be the most frequently used option. This allows your credit union to have a unique online giving page to capture donations. You can send this link to staff in an email, post on social media for your members to donate, share in a newsletter, and more.
 - b. Join a credit union or micro-community page: This allows an individual to create their own fundraising page to solicit donations from friends and family members. Individuals that wish to fundraise on their own should build a page from an existing fundraising page, rather than starting their own campaign.
 - c. Branch-level page: This allows a credit union to track data between each branch and potentially facilitate competitions among branches.
6. Follow remaining steps to in registration process for 'Contact Information' and 'Additional Information.'
7. Complete registration of your credit union's unique online fundraising page.



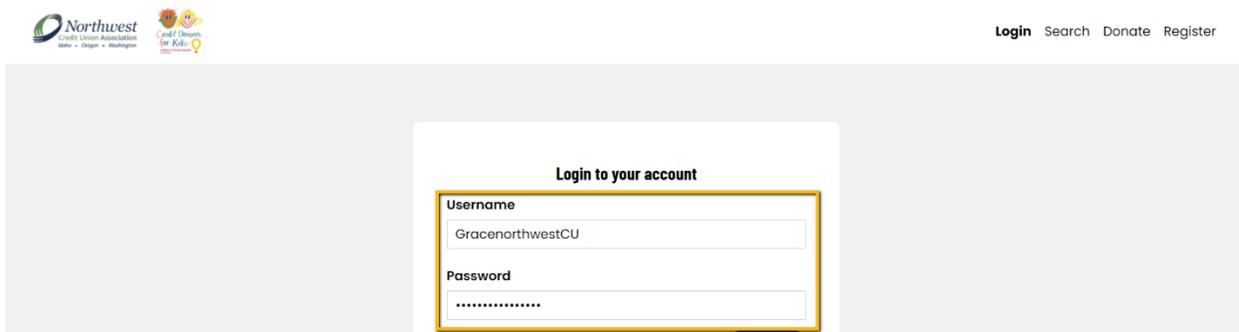
Admin access

Frontstream allows each credit union to designate an administrator. The administrator will be the person who created the fundraising page. They will have admin access to make content changes to your fundraising page and download fundraising reports. Here are the steps to access the admin portal:

1. To login, you can visit the home page at <https://secure.e2rm.com/p2p/event/336948/en-CA> and click on 'Login' or go directly to the login at screen at <https://secure.e2rm.com/p2p/fundraiser/336948/login/en-CA>.



2. Enter in your Username and Password that you created during the registration process.





3. Build your customized fundraising page by following these steps:

4. Add photos, messages, and videos to your page. The more visual it is, the more attention you'll get!



Toolkit

On the site you will notice a toolkit at the bottom of the landing page and each hospital page. When you click on these buttons, they will direct you to a page that describes how your credit union can participate in that specific fundraising campaign. Your credit union is not required to participate in any of these campaigns — this is just to provide you the basic framework on how other credit unions have successfully raised funds. Your credit union can choose to innovate and find your own way to utilize the fundraising site.

CU4Kids Showdown

Credit Unions for Kids is excited for Northwest credit unions to be the first adopters of a new employee engagement initiative: CU4Kids Showdown. It's like Family Feud, but virtual and for credit unions! There are two ways to participate:

- **Internally:** Your credit union can implement this for your staff. Click on this link to find the activation guide.
- **With other credit unions:** Throughout the month of October, credit unions can compete against each other. Here's how it'll work:
 - Your credit union will be required to identify 6 staff members for your team.
 - Click on [this link](#) to register your team. For now we just need your credit union name, team captain name, and team captain contact information.
 - Each week in October, the Credit Unions for Kids team will randomly generate new competitions and your team captain will receive a message on who you 'play.'
 - It is up to the team captains to determine a time to play and video conferencing platform to use.
 - When the game is over, the winning team captain must email game scores to Christine Kaiser at ckaiser@cmnhospitals.org.
 - Your team will play 4 games throughout the month and the winner will be determined by which team has scored the most amount of points in all 4 weeks.
 - ***CO-OP Financial Services is donating \$10,000 to the CMN Hospital of the winning team's choice!***