

Why Celebrate ICU Day?

Celebrated since 1948, International Credit Union Day is the one day a year the entire movement takes the time to tell their members and communities about credit unions. When people learn what a credit union is—that it's not-for-profit, lets them keep more of their own money, and works for them, not Wall Street—they tend to like it.

So when you celebrate ICU Day, you're not only supporting the movement by contributing your voice to a movement-wide chorus—you're building loyalty and attracting new members.

What are the most popular celebrations?

Many credit unions purchase giveaways and decorations through the [ICU Day Store](#) and treat the day like a party for members, decorating and [setting up a table in the lobby](#) with refreshments and giveaways. [This is Kessler Federal Credit Union's set up](#) from last year.

Many also outfit their staff in ICU Day apparel—check out the snazzy staff of [Members Exchange Credit Union](#) from last year—letting them wear their t-shirts or polos throughout October to contribute to a festive atmosphere. [Others get out in the community](#), or [spend the day volunteering](#).

Even the simplest celebration can have a lasting impact if you spend the month leading up to ICU Day engaging your membership and staff about credit unions and telling them why dreams thrive at yours. The social media toolkit is great for this.

[See many more examples of how credit unions celebrated ICU Day last year here.](#)

Tips:

- Use the [ICU Day handout](#) in conjunction with your event to impart a powerful message.
- Give the talking points—located in Article & Press Release—to staff so they can explain to members what ICU Day is.
- Use the social media toolkit to support your outreach on social media.

How do I tailor the celebration to my credit union?

Many credit unions want to participate in ICU Day, but they want to be able to add their logos, create materials that support their own messaging, put the materials in wrappers that match their brand, or use their preferred vendors. This is why we offer the [ICU Day Design Bundle](#)—which includes all of our materials in their high-resolution native design formats and passes along the licensing.

Get full the details about the ICU Day Design Bundle [here](#).

What if I have other ICU Day related questions?

Please email MemberCelebrations@cuna.coop or call program lead Jeremiah Tucker at 800-356-9655, ext. 4134