

International Credit Union Day – Unite for Good™

Frequently Asked Question:

1. What’s the difference between the Unite for Good initiative and the ICU Day theme?

Unite for Good is an ongoing credit union system initiative that builds support and unites credit unions around our shared vision that **Americans choose credit unions as their best financial partner**. Our objective is to remove barriers, create awareness and foster service excellence that will drive this vision. Our tangible goals are to reach 55 million preferred financial institution members and a total financial value of \$20 billion by 2023.

ICU Day occurs once a year and supports one component of Unite for Good: Creating awareness. The theme is selected in collaboration with the World Council of Credit Unions, and changes each year. “Credit Unions Unite for Good” was chosen for this year’s ICU Day theme. We have a unique opportunity this year to leverage the excitement around our internal Unite for Good initiative toward member-facing messages and activities.

2. So, Unite for Good doesn’t end on October 17?

Correct. While ICU Day celebrations will wrap up, Unite for Good is here to stay and serves as a unifying vision for credit unions to gather behind in achieving shared goals.

3. Where can I find ICU Day and Unite for Good resources for promoting member celebrations and for internal purposes?

ICU Day “Credit Unions Unite for Good” resources and materials can be found on the [ICU Day Resource page](#), where you will find tools to engage both members and staff in ICU Day.

For credit union system internal-use Unite for Good information, tools and resources visit uniteforgood.org.

4. How can I connect my member-facing ICU Day “Credit Unions Unite for Good” messaging with the movement’s vision?

Celebrating ICU Day is a great way to create awareness for credit unions. This year’s ICU Day message, “Credit Unions Unite for Good”, speaks to powerful credit union values, shared networks, and the advantages that result from the unique collaborative spirit embodied by credit unions to better serve members. Sharing and celebrating these differences raises awareness for and reinforces the message that credit unions are Americans best financial partners.

5. I saw some local impact ideas in the Unite for Good Action Pack. Can I use these on ICU Day?

Yes! Community activities are a big part of ICU Day, and support our overall Unite for Good goals, especially “creating awareness”. Ideas like celebrating credit unions, cash mobs, teaming up with other local credit unions and youth activities are all great fits with ICU Day. If you have

other ideas, please [let us know](#). We'd be happy to share them with other credit unions to strengthen the message that credit unions are uniting for good.

6. What's the best way to share our credit union's ICU Day stories?

We recommend sharing your members' ICU Day stories via your credit union's primary channels (website, Facebook, Twitter, local media, etc.) to focus the impact on your members and community. But if your members have stories to share that represent the shared vision of uniting to better serve members, we invite you to share how your credit union is using the idea on [UniteforGood.org](#)!

7. What about the UniteforGood.org story sharing site? What sort of stories go there? Can my members share *their* Unite for Good stories as well?

The Unite for Good story site is built for credit unions. The site is meant to capture and share inspiring credit union stories of how you are removing barriers, creating awareness and fostering service excellence.

We encourage credit unions to share their ICU Day celebration stories on [UniteforGood.org](#). You can also tweet your stories using the #icuday and #uniteforgood hashtags.

The UniteforGood.org site is open to the public, including members. Typically, members primarily interact with their own credit union's Facebook page or website. If there is a great member story, a credit union representative is then welcome to add it to the UniteforGood.org website (with the member's permission, of course).

8. What Unite for Good and ICU Day items should I be looking at for my staff? And which do I buy for members?

ICU Day-specific materials for your members and staff can be found in the [ICU Day store](#). We recommend these items for members and staff who participate in the celebration of credit unions on October 17.

Materials promoting the Unite for Good vision overall are available in the [CU Difference store](#). As these refer to credit unions' shared vision and make no mention of the ICU Day celebration, we suggest these as items for staff and for year-round use.

However, in the spirit of uniting for good, you are of course welcome to provide your staff and members with any Unite for Good and ICU Day items, merchandise and materials that suit you.