

Communications Toolkit

RECOGNIZING COMMUNITY IMPACT



OVERVIEW

As a nonprofit organization committed to strengthening our community, we are honored to provide recognition of your ongoing efforts by providing a donation from the Community Choice Foundation. Thank you for your support in making a significant impact on people who need it most. We're grateful that our members and team members also make contributions – uniting to make a difference and supporting your mission together.

Since 2009, hundreds of nonprofit donations and student scholarships have been awarded by the Community Choice Foundation. Our funding has been generated from generous member, team member, and business member donations – plus funds directly allocated from Community Choice Credit Union. Across Michigan and beyond, we have awarded scholarships and donations of almost \$2 million.

We recognize the work of nonprofit organizations that are building a sustained local impact and inspiring our members and team members to volunteer to uplift our communities. This toolkit is to support your communications related to the financial support you are receiving from the Community Choice Foundation.

COMMUNICATIONS GUIDANCE

We encourage you to celebrate and share the news of this gift with stakeholders, volunteers, and others, including through your website, blogs, newsletter, and/or posts on your various social media channels.

We recommend using the sample social media graphics and press release/newsletter copy below.

ABOUT THE COMMUNITY CHOICE FOUNDATION

The Community Choice Foundation embraces the credit union philosophy of “people helping people” by focusing on education and community service. At the heart of the Foundation’s “Give Big” spirit are scholarships to advance education.

- ▶ Note: Community Choice Foundation is a registered 501c3 organization that champions Community Choice Credit Union’s strong commitment to giving back to the communities it serves.
- ▶ Download either logo at CommunityChoiceCU.com/toolkit.



Scan to Download

IF YOU HAVE QUESTIONS

Please contact the Community Choice Foundation by email at Foundation@CommunityChoice.com

Communications Toolkit

RECOGNIZING COMMUNITY IMPACT



YOUR SOCIAL MEDIA

We welcome you to share the news of your donation on your social channels.

- Community Choice Foundation does not have its own handle or account on any social media platform; however, we encourage you to mention the Community Choice Foundation in social media posts so we can engage with your content. Any references on social media should include the word “Foundation” to distinguish from the Credit Union, such as “Community Choice Foundation,” or “#CommunityChoiceFoundation”.
- We encourage you to use hashtags on your social media posts such as: #CommunityChoiceFoundation #GivingBig
- Download social media ads and our logos for your use at **CommunityChoiceCU.com/toolkit**. Feel free to use any photos of your staff, beneficiaries to help show your impact in action.



Scan to Download

TAG US ONLINE

- Instagram:** @CommunityChoiceCreditUnion
- Facebook:** @CommunityChoiceCreditUnion
- LinkedIn:** @CommunityChoiceCreditUnion

SAMPLE SOCIAL MEDIA POSTS

You can post an original message, such as:

- Today, we're celebrating the generosity of the Community Choice Foundation! Thank you for your commitment to our cause and your belief in our organization. Together, we're making a lasting impact.
- Thank you to the Community Choice Foundation for their support of our organization. Through this donation, we will make even greater strides toward our mission and ongoing commitment to [insert cause] within our community.
- A heartfelt thank you to the Community Choice Foundation for their support! Your contribution enables us to [insert mission]. #CommunityChoiceFoundation #GivingBig

Please feel free to include details about how your donation from Community Choice Foundation contributes to your organization's mission. To the right are examples of how you could tailor your acknowledgment.



Communications Toolkit

RECOGNIZING COMMUNITY IMPACT



SAMPLE PRESS RELEASE/NEWSLETTER COPY

**[Insert Org] Received a Donation of \$ _____
from the Community Choice Foundation**

[Insert Org] has received a donation of \$ _____ from the Community Choice Foundation. These funds will be used to _____. The Community Choice Foundation is the charitable arm of Community Choice Credit Union. Established in 2008, the Foundation supports the concept of “Giving Big” through education and community service in communities throughout Michigan and beyond.

[Insert paragraph on focus areas for your organization, outlining the kind of work this donation will support]

[Insert nonprofit quote]

The Community Choice Foundation supports organizations making a difference in communities where we are located and where our members live, work, and play. It focuses on those organizations that rely on the generosity of the community to carry out their mission. The Foundation itself supports a wide variety of community outreach, including:

- Over \$100,000 in educational causes through our annual scholarship program, teacher grants, backpack giveaways, and more.
- Community service through volunteerism, supporting nonprofit organizations, and providing school supplies to communities during our annual Community Choice Back-to-School Bash.

One of Community Choice Foundation’s main causes is a Scholarship Program which helps make education more accessible, affordable, and attainable. The program awards \$100,000 each year to 25 outstanding students who Give Big and give back to their community. These students are committed to continuing their studies in Michigan while remaining in the state upon completion of their degree, certification, or coursework.

Scholarships are awarded to graduating high school seniors, residents interested in pursuing a career in the skilled trades, and those continuing their education in other ways. Learn more and apply at **CommunityChoiceFoundation.org**.

COMMUNITY CHOICE FOUNDATION

Community Choice supports a Give Big philosophy of creating a sustained and lasting impact on people’s lives, including causes and nonprofit organizations we care about that make a positive difference. The Foundation is a registered 501c3 that champions Community Choice Credit Union’s strong commitment to giving back to the communities it serves. Your donation may be tax deductible. Our tax-exempt ID is 26-3891535.