

## Financial Education Awareness Campaign - Introductory E-Mail to Staff & Directors

*The following e-mail should be sent to all credit union employees and directors after the survey e-mail, prior to launching the rest of the campaign.*

Subject line: Financial education awareness campaign

Dear NAME,

All year long, our credit union works to advance financial literacy. We educate our members and other consumers through financial workshops and counseling, and we provide schools and community organizations with award-winning financial education curriculum, training and resources. Our commitment to financial literacy truly makes a difference in our community. And many of our efforts are made possible by our partnership with the New York Credit Union Foundation (NYCUF).

**Over the next several months, we'll be teaming up with NYCUF to build awareness about financial education and the tools we offer our members and our community.**

We want to remind our members about our commitment to financial literacy, and we want to increase their awareness about the role of NYCUF and our partnership with them.

**You're an important part of this effort!**

Each quarter, we'll be distributing different newsletter articles, member e-mails, branch materials and other communications with valuable information about financial literacy and the work we do with NYCUF. By encouraging members to read the materials, you can help us build interest, awareness and support. And by reading the materials yourself, you can increase your own awareness - and even win prizes!

To kick things off, all staff members were recently e-mailed a link to a short survey. The survey was a fun way to gauge our own awareness about NYCUF, and I thank all of you who completed it.

Stay tuned for more information and opportunities to win!