



## **OUTREACH TOOLKIT**

Outreach events are a great way for chapters and YPs to give back to the communities their credit unions serve. While they are often not hard to facilitate, it can sometimes be tricky to know where to start. Use this toolkit as your guide to all things outreach and community giving!

### **What is an outreach event?**

Outreach events are simply opportunities for credit unions and chapters to give back to the communities they serve. Community outreach events can take on many different forms, including, but not limited to, volunteering as a group for local charities, collection drives for canned food, coats, school supplies, blood or anything to help specific areas affected by natural disasters. Every community has its own unique set of needs, so get creative!

### **Why have an outreach event?**

One of the credit union cooperative principles is Concern for Community. Credit unions live the motto of “People Helping People” and as chapters, we can bring all local credit unions together to maximize our community impact. This is not to say that you can’t do an outreach event at your credit union, but what if you had a friendly competition with another local credit union? It could make twice the impact and encourage networking and relationship building among credit unions.

### **Who should go to the event?**

Though we like to see YPs organize and facilitate community outreach events, absolutely anyone in your local chapter or credit union can get involved. The more people involved, the bigger the impact!

## How do we get started?

Start by finding a team. Not all events will require large time commitments for set up and coordination, but some will. Find people to count on that will help along the way. Getting a YP from each credit union in the chapter to form a committee is always a good way to get more credit unions involved and promote the event.

Next, identify a need in your community that people can get behind. Not everyone will be as enthusiastic about some causes as others but stick to something most people care about. The Southeastern Credit Union Foundation and Children's Miracle Network are fantastic examples. Many credit unions and their staff have directly benefited from the Southeastern Credit Union Foundation and most communities have a CMN hospital nearby.

The next step is to decide what can be done to fulfill the need. Would the need best be served by getting a group of volunteers together? Is there a physical need for goods? Keep in mind that the answer could be both. Ask the chosen organization what they need and do what they ask.

Lastly, market the cause. Getting the word out will get more people involved and make a bigger overall impact. Use social media, word of mouth, chapter email lists, CEO email lists, the LSCU website and YP Facebook, flyers, posters or any other means of communicating to those in the area.

## Tips and ideas to consider

While we want to provide you with a starting point, the opportunities are endless and different for every area. Use the ideas we provide, but don't be limited by them. Each YP group has a life of its own!

- Take part in the events organized by LSCU's YP group on a regional level, outside of just your chapter.
- Use the skills, talents and connections of the YPs involved. This will differ across the board and can be very helpful down the road. You never know what areas your team has experience in!
- Host a food drive. Local food banks are always in need of donations. Food drives are a simple, but important way to give back with a direct impact.
  - Take donations at credit unions in the area.
  - Ask for donations as the cost of attendance of a YP event.
  - Choose a day to go the food bank to volunteer.
  - Bread lines hosted by local churches or other organizations are always looking for volunteers for assistance with food prep, serving and cleanup.
- Host a coat drive. Find a local shelter and donate all coats received to those in need.

- Host a blood drive. Most blood banks will do most of the work if the location is provided, and sometimes even have a mobile unit to work from while on-site. These often require a minimum number of participants, so make sure to have plenty of volunteers committed.
- Host a school supply drive. Many students do not have the resources to make it to school with the proper tools for success, let alone throughout the entire school year.
  - Ask local schools if they need specific supplies over others. This may limit the number of items to ask for and thus increase the giving of what is truly needed.
- Host a candy bar sale at participating credit unions. Sponsor credit unions buy the candy bars and sell them at the teller line. Funds raised can be donated to a charity.
- Host a golf, basketball, softball, cornhole, fishing or another sport tournament.
  - These types of events will require ample planning and support. Rely on your team to get many people involved. It will be worth it in the end!
- Get involved in community wide events and show them the difference working with cooperative principles can make, just like credit unions do every day.
- Think outside the box. Just because something hasn't been done before doesn't mean it can't work!
- Look to other charities or organizations that rely on fundraisers for ideas.

Types of charities to consider:

- Southeastern Credit Union Foundation
- Food banks
- Homeless and women's shelters
- Humane societies and animal shelters
- Red Cross
- Local schools
- Children's Miracle Network hospitals
- Relay for Life
- Veteran charities
- Community events
- Habitat for Humanity
- Any local organization your YPs have a strong personal connection to

Always take plenty of photos! We love to highlight the great things going on in the credit union movement and the impact our YPs are making. Email them to Jordan or Alisha (contact info below) with the details of your event!

## ADDITIONAL RESOURCES LSCU CAN HELP WITH

- Help market your event (send us the details and we'll put it on LSCU's event calendar)
- Provide you with ideas or helpful contacts within your local credit unions
- Anything else that may come up to ensure you have a successful event

## FOR MORE INFORMATION

Have more questions that we didn't answer here? Your team at LSCU & Affiliates is always here to help!

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