

MNFIC Scholarship Best Practices

Questions to consider when promoting the scholarships:

- How do you get the word out about the FIC Scholarship?
- Do you send information to local schools?

Best practices:

- Good presence on main website
- Include with statement inserts every month
- Include in quarterly newsletter (2x)
- Run local newspaper ads
- Drop off packets at local school and ask to distribute
- Group with other credit union scholarships (in branch or on website)
- Email packet to all staff once received from FIC
- Include messaging on internal TV system at branches
- Send flyers to all offices
- When the credit union has winners:
 - Post on website
 - Submit articles/photos to local newspaper and include in the Newsletter