



Winter 2010 specifics

the official newsletter of Minnesota Family Involvement Council

FIC to raise Scholarship Money at the Network Annual Meeting

It's that time of year again when your Minnesota Family Involvement Council (FIC) is busy working on its silent auction fundraising event. The silent auction will take place during the Network Annual Meeting, set for April 23-24 at the Northland Inn in Brooklyn Park.

The success of each year's FIC silent auction is a group effort! Credit unions can participate in this fundraising event



by donating money or merchandise to the 2010 silent auction. In addition, Network Annual Meeting attendees can help make the auction a success by *high and bidding often* (the FIC's favorite motto

during Annual Meeting weekend). All the proceeds raised

from this fundraiser support the FIC's annual scholarship program.

The FIC will once again administer donations as it did last year. If cash is donated, rather than an item, that money will be applied directly to the scholarship fund. While the committee has shopped for items in year's past, it has found that the money is put to better use by applying it directly to the scholarship fund.

The total amount of scholarship money awarded directly correlates to the amount raised at the FIC's silent auction. In 2009, the committee raised \$11,200, and the goal for the 2010 FIC silent auction is to raise the same amount, or more. We hope everyone will help make this a reality!

Members of the FIC will be contacting credit unions in the coming months with detailed information about the silent auction. Watch for your letter coming soon!

New! Start 2 Go Workshop set for August 19

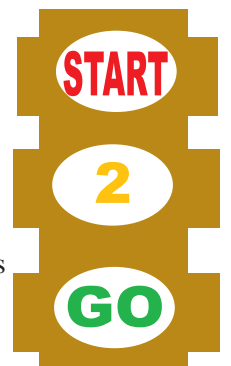
This year the Minnesota Family Involvement Council (FIC) will offer Minnesota credit unions the opportunity to attend a one-day crash course on how to develop at kids, teens or seniors club. Framed based on the FIC's Start 2 Go club development program, this workshop will provide credit unions the tools they need to start their own clubs.

The FIC developed Start 2 Go in 2006. This program annually helps one small Minnesota credit union implement a kid, teen, or senior citizen club as a means to increase member loyalty.

"We received great feedback about the purpose of this program," said LeAnn

Achtenberg, FIC Chair. "We wanted to make a change so that we could impact and educate more than just one credit union at a time."

The workshop, scheduled for Aug. 19, will deliver the basic steps of starting or reviving a club. Additionally, participants will learn how a club ties into their credit union's overall strategy, promotional techniques, and how to maintain momentum. Attendees will leave the workshop with a variety of club development and networking resources.



"Creating and maintaining a club can be an overwhelming task for any credit union," said Achtenberg. "This workshop will serve as a solution and give credit unions the tools they need to ensure success."

While the Start 2 Go program originated as a resource for small credit unions, the workshop is open to all Minnesota Credit Union Network-affiliated credit unions. Additional details and registration information is forthcoming.

Mission Statement

The Minnesota Family Involvement Council will enhance the future of the credit union movement by supporting Minnesota credit union's efforts to provide financial education and encourage full-family involvement.

Minnesota Family Involvement Council

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Last Call for Scholarship Applicants

The FIC Scholarship deadline is approaching quickly! Get the word out to your membership that they can apply to receive one of the committee's scholarships. In total, the FIC will be awarding \$11,000 in scholarships.



The scholarship is open to any credit union member attending a college or university, graduate or law school, 2 or 4 year program or community or technical college in the fall of 2010/spring 2011. In order to apply, students must be a member of a credit union affiliated with the Minnesota Credit Union Network and headquartered in Minnesota.

Applying is easy. Those interested in the scholarship need to complete a one-page application form and submit a typed essay answering the question, "Credit unions were established in the U.S. 100 years ago, yet many Americans know nothing about them. As the manager of a credit union, what strategies would you employ to give credit unions a higher profile and help them grow?" Applications must be submitted by **Monday, February 1, 2010.**

With the rising costs of education, this is one way to help ease the burden of financing a post-secondary education. For resources to help your credit union promote the scholarships to your members, visit the FIC web site (www.mnfic.org). On the scholarship web page, you will find a sample web banner, newsletter article, and a list of promotional ideas. Don't let your members miss out. Visit the FIC web site (www.mnfic.org) for more information.

Members Cooperative CU creates Non-Profit Foundation Geared to Young People

Last year Members Cooperative Credit Union (MCCU) created a non-profit foundation to benefit young people in the communities they serve.

The Community Youth Foundation will provide educational scholarships, financial literacy education and financial support for organizations that deal with youth. The focus of the Foundation will be shaped in part by three members of the Board who are 21 years old or younger. The Foundation's Board consists of 11 members who span the ages of 17 to 74.



The vision of the Foundation is "to encourage youth at an early age to

obtain a higher education and financial literacy." This vision will be achieved by:

- ❖ Encouraging youth at an early age to strive to obtain a higher education by awarding college scholarships;
- ❖ Developing and supporting programs that help parents and students understand personal finances to be prepared for college and life afterward; and
- ❖ Intertwining the awarding of college scholarships with financial literacy.

For more information about the Foundation, contact Members Cooperative Credit Union at www.membersccu.org or (218) 625-8500.

Annual Meeting session to be scheduled

The FIC will be hosting a session at the MnCUN Annual Meeting, set for April 23-24 in Brooklyn Park. While the details are still being determined, the session will deliver timely and relevant information to your credit union. Look for us in the MnCUN registration materials that will be sent in late February.

Greater Minnesota CU receives recognition in national awards

CUNA's awards committee announced in early November the winners of the National Desjardins Youth Financial Education Award. Greater Minnesota Credit Union was recognized for its financial literacy efforts with an honorable mention in the national competition.

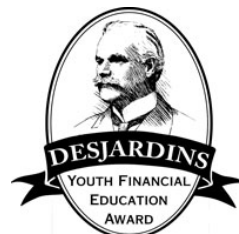
Greater Minnesota Credit Union's entry focused on its Youth Financial Literacy Outreach program. Through this initiative, Greater Minnesota employees present information on a variety of financial topics at local schools and community group meetings. From July 1, 2008, to June 30, 2009, the credit union gave 35 school presentations, reaching 485 students. These financial literacy efforts enable Greater Minnesota to positively impact the financial well-being of individuals in the communities they serve.

The Desjardins Youth Financial Education Award recognizes credit unions and chapters that are leaders in youth financial

education. Credit unions receive this award for their efforts that raise awareness and marshal resources on behalf of youth financial literacy.

"The steady expansion of the Desjardins recognition program reflects credit unions' national leadership in financial literacy," said CUNA President & CEO Dan Mica. "Credit unions were active agents for financial literacy long before the most recent recession and will continue to be active long after the economy improves and employment rebounds.

Greater Minnesota Credit Union, along with other winning credit unions from around the country, will be honored at CUNA's Governmental Affairs Conference in Washington, D.C., in February.



Free Services

- ❖ **NYIB Conference Scholarships** -- The National Youth Involvement Board (NYIB) offers individuals several scholarships for its annual conference. This year the conference will be held July 26-29 in St. Louis, Missouri. For more information on the scholarships, check out the NYIB web site at http://nyib.org/conference_scholarships.php. The scholarship deadline is March 31, 2011.
- ❖ **Coming Soon** -- A new and improved FIC web site is coming soon. Watch for more details in the coming months.

www.mnfic.org



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