



Turnkey Participation Kit

Statement Headlines and Messages

You can add a message to your monthly credit card statement. Messages are limited to 6 lines, 62 characters (all upper case) per line, including spaces.

Statement Message Sample Headlines:

SUPPORTING THE CHILDREN'S MIRACLE NETWORK JUST GOT EASIER
CREDIT UNIONS – HELPING KIDS GET WELL
WE'RE ALL DOING OUR PART – TOGETHER
CREDIT UNION MEMBERS DOING THEIR PART
CREDIT UNIONS LOVE HEALTHY KIDS
HELP AMERICA'S CHILDREN GET THE MEDICAL TREATMENT THEY NEED
THE CHILDREN'S HOSPITALS NEED YOU – HELP THEM HELP THE KIDS

Statement Message Sample Copy:

#1

<ABC CREDIT UNION> IS HELPING TO RAISE CONTRIBUTIONS FOR THE CHILDREN'S MIRACLE NETWORK. SIMPLY USE YOUR <ABC CREDIT UNION> CREDIT/DEBIT CARD FROM DECEMBER 2007 THROUGH MARCH 2008. FOR EVERY PURCHASE YOU MAKE, WE'LL MAKE A DONATION TO THE CHILDREN'S MIRACLE NETWORK.

#2

EVERY TIME YOU USE YOUR CREDIT UNION CREDIT/DEBIT CARD FROM DECEMBER 2007 THROUGH MARCH 2008, <ABC CREDIT UNION> WILL MAKE A CONTRIBUTION TO THE NATIONAL EFFORT TO RAISE MONEY FOR THE CHILDREN'S MIRACLE NETWORK – IT'S THAT SIMPLE!

#3

HELP US GIVE HOPE TO AMERICA'S CHILDREN FACING SERIOUS HEALTH ISSUES. FOR EVERY PURCHASE USING YOUR <ABC CREDIT UNION> CREDIT/DEBIT CARD, WE'LL MAKE A DONATION TO THE HOSPITALS IN THE CHILDREN'S MIRACLE NETWORK.

#4

THE CREDIT UNION MOTTO IS PEOPLE HELPING PEOPLE. AMERICA'S SICK CHILDREN NEED OUR HELP. FOR EVERY PURCHASE USING YOUR <ABC CREDIT UNION> CREDIT/DEBIT CARD, WE'LL MAKE A DONATION TO THE HOSPITALS IN THE CHILDREN'S MIRACLE NETWORK. HELP US GIVE HOPE TO THE KIDS.

#5

THE CREDIT UNION COMMUNITY NEEDS YOUR HELP TO RAISE MONEY FOR AMERICA'S SICK CHILDREN. FOR EVERY PURCHASE USING YOUR <ABC CREDIT UNION> CREDIT/DEBIT CARD, WE'LL MAKE A DONATION TO THE HOSPITALS IN THE CHILDREN'S MIRACLE NETWORK. IT'S THAT EASY. HELP GIVE HOPE.

Web Site Messages/Newsletter Copy

Message #1

The generous community of credit unions and their members are long-time supporters of the annual Cherry Blossom Run event held in April in Washington, D.C. Money raised during the event benefits the Children's Miracle Network. The nation's 170 Children's Miracle Network hospitals treat children with serious health issues, such as cancer, cystic fibrosis, sickle cell anemia, and pediatric AIDS. We are proud to let our members know that we'll contribute money to the Children's Miracle Network every time you use your <ABC Credit Union> credit or debit card from December 2007 through March 2008. Simply using your card will give hope to the kids that need it the most.

Message #2

The nation's 170 Children's Miracle Network hospitals treat children with serious health issues, such as cancer, cystic fibrosis, sickle cell anemia, and pediatric AIDS. These hospitals rely to a great extent on the generosity of their local communities for financial support. We are proud to let our members know that we'll contribute money to the Children's Miracle Network every time you use your <ABC Credit Union> credit or debit card from December 2007 through March 2008. Simply using your card will give hope to the kids that need it the most.

Message #3

Each spring, credit unions across the country join together in Washington, D.C. for the annual Cherry Blossom 10 Mile Run. Fund raising efforts associated with this annual road race support the 170 Children's Hospitals that belong to the Children's Miracle Network. These hospitals treat millions of children across the U.S. and Canada and provide \$2.5 billion in care to help children with cancer, cystic fibrosis, pediatric AIDS, and numerous other illnesses. These hospitals also rely to a great extent on the generosity of their local communities for financial support. We are proud to let our members know that we'll contribute money to the Children's Miracle Network every time you use your <ABC Credit Union> credit or debit card from December 2007 through March 2008. Simply using your card will give hope to the kids that need it the most.